

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 19, 1981

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.7	23,880
2	MASADA PART IV(S)	27.0	21,010
3	MASADA PART III(S)	25.7	19,990
4	MASADA PART II(S)	25.6	19,920
5	60 MINUTES	25.2	19,610
6	DUKES OF HAZZARD	24.7	19,220
7	PRIVATE BENJAMIN	23.9	18,590
8	M*A*S*H	23.7	18,440
9	THREE'S COMPANY#	22.0	17,120
10	TWO OF US	21.8	16,960
11	PETER AND PAUL-PART 1(S)	21.0	16,340
12	DIFF'RENT STROKES	20.8	16,180
13	LOVE BOAT	20.5	15,950
13	TOO CLOSE FOR COMFORT#	20.5	15,950
15	ABC SUNDAY NIGHT MOVIE	20.3	15,790
16	MAGNUM, P.I.	20.1	15,640
17	ALL STAR FAMILY FEUD(S)	20.0	15,560
17	FACTS OF LIFE#	20.0	15,560
19	HOUSE CALLS	19.8	15,400
20	ALICE#	18.8	14,630
20	LAVERNE & SHIRLEY	18.8	14,630
20	REAL PEOPLE	18.8	14,630

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	20.5	42,790
2	DUKES OF HAZZARD	18.7	39,060
3	MASADA PART IV(S)	18.2	37,890
4	PRIVATE BENJAMIN	17.1	35,740
5	MASADA PART II(S)	16.9	35,310
6	M*A*S*H	16.6	34,620
7	60 MINUTES	15.8	32,910
8	MASADA PART III(S)	15.5	32,280
9	TWO OF US	15.1	31,470
10	ABC SUNDAY NIGHT MOVIE	15.1	31,430
11	ALL STAR FAMILY FEUD(S)	15.0	31,240
12	THREE'S COMPANY#	14.8	30,830
13	LOVE BOAT	14.5	30,370
14	DIFF'RENT STROKES	14.3	29,790
15	BEAR'S EASTER SURPRISE(S)	14.0	29,310
16	GREATEST AMERICAN HERO	13.9	29,040
17	FACTS OF LIFE#	13.8	28,880
18	HOUSE CALLS	13.5	28,200
19	TOO CLOSE FOR COMFORT#	13.3	27,750
20	PETER AND PAUL-PART 1(S)	13.2	27,540
21	MAGNUM, P.I.	13.1	27,430

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.7	20,980
2	MASADA PART IV(S)	20.0	16,290
3	M*A*S*H	19.6	16,020
4	60 MINUTES	18.6	15,180
5	MASADA PART II(S)	18.2	14,810
6	PRIVATE BENJAMIN	18.0	14,710
7	MASADA PART III(S)	17.1	13,960
8	HOUSE CALLS	17.1	13,920
9	PETER AND PAUL-PART 1(S)	17.0	13,870
10	DUKES OF HAZZARD	16.8	13,720
11	TWO OF US	16.5	13,420
12	MAGNUM, P.I.	16.3	13,320
13	ALL STAR FAMILY FEUD(S)	16.3	13,290
14	THREE'S COMPANY#	16.2	13,210
15	LOVE BOAT	16.1	13,120
16	DIFF'RENT STROKES	16.1	13,110
17	TOO CLOSE FOR COMFORT#	15.8	12,890
18	REAL PEOPLE	15.2	12,370
19	ABC SUNDAY NIGHT MOVIE	15.1	12,320
20	FACTS OF LIFE#	15.0	12,210

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MASADA PART IV(S)	21.1	15,480
2	60 MINUTES	20.4	14,960
3	MASADA PART II(S)	19.8	14,560
4	DALLAS	19.0	13,910
5	MASADA PART III(S)	18.4	13,510
6	ABC SUNDAY NIGHT MOVIE	16.1	11,830
7	M*A*S*H	15.2	11,170
8	DUKES OF HAZZARD	15.0	11,040
9	PRIVATE BENJAMIN	14.7	10,790
10	PETER AND PAUL-PART 1(S)	14.6	10,680
11	TWO OF US	13.8	10,120
12	20/20	13.7	10,020
13	THREE'S COMPANY#	13.6	9,980
14	ALL STAR FAMILY FEUD(S)	13.3	9,790
15	THAT'S INCREDIBLE	13.2	9,670
16	BARBARA MANDRELL	13.1	9,610
17	NBC MONDAY NIGHT MOVIES#	13.1	9,580
18	REAL PEOPLE	12.9	9,490
19	TOO CLOSE FOR COMFORT#	12.6	9,280
20	HOUSE CALLS	12.6	9,260

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 19, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	23.5	11,930
2	MASADA PART IV(S)	22.3	11,360
3	M*A*S*H	18.8	9,560
4	MASADA PART II(S)	18.7	9,510
5	MASADA PART III(S)	17.1	8,680
6	PRIVATE BENJAMIN	16.8	8,550
7	THREE'S COMPANY#	16.7	8,480
8	HOUSE CALLS	16.5	8,370
9	LOVE BOAT	16.3	8,290
10	DUKES OF HAZZARD	16.3	8,280
11	TOO CLOSE FOR COMFORT#	15.9	8,100
12	FANTASY ISLAND	15.8	8,010
13	ABC SUNDAY NIGHT MOVIE	15.7	7,960
14	SOAP#	15.5	7,860
15	TWO OF US	15.3	7,780
16	ALL STAR FAMILY FEUD(S)	14.8	7,530
17	FACTS OF LIFE#	14.2	7,200
18	MAGNUM, P.I.	14.0	7,100
19	HART TO HART#	13.9	7,090

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	29.5	7,330
2	60 MINUTES	27.6	6,840
3	PETER AND PAUL-PART 1(S)	25.0	6,200
4	REAL PEOPLE	24.0	5,950
5	CHECKING IN	23.9	5,920
6	PARK PLACE	22.0	5,460
7	M*A*S*H	21.2	5,270
8	BOB HOPE'S SPRING FLING(S)	21.1	5,230
9	MAGNUM, P.I.	21.0	5,220
10	DIFFRENT STROKES	20.5	5,080
11	PRIVATE BENJAMIN	20.2	5,020
12	GEORGE BURNS IN NASHVILLE(S)	20.1	4,990
13	PALMERSTOWN	19.1	4,750
14	ALL STAR FAMILY FEUD(S)	18.8	4,670
15	TWO OF US	18.6	4,610
16	DUKES OF HAZZARD	18.5	4,600
17	JEFFERSONS#	18.2	4,520
18	HARPER VALLEY	18.1	4,480
18	NURSE	18.1	4,480

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MASADA PART IV(S)	20.2	9,800
2	MASADA PART II(S)	19.6	9,520
3	MASADA PART III(S)	16.9	8,200
4	DALLAS	16.7	8,100
5	ABC SUNDAY NIGHT MOVIE	16.4	7,950
6	60 MINUTES	15.4	7,480
7	HEAVEN ON EARTH(S)	15.3	7,450
8	M*A*S*H	15.1	7,330
9	BIG EVENT	14.2	6,880
10	PRIVATE BENJAMIN	13.9	6,770
11	THREE'S COMPANY#	13.8	6,710
12	SOAP#	13.7	6,650
13	TOO CLOSE FOR COMFORT#	13.6	6,610
14	TWO OF US	13.6	6,600
15	DUKES OF HAZZARD	13.2	6,400
16	20/20	12.8	6,200
17	HOUSE CALLS	12.4	6,040
18	FACTS OF LIFE#	12.2	5,910
19	BJ AND THE BEAR	11.7	5,680

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	30.7	5,940
2	DALLAS	25.7	4,970
3	REAL PEOPLE	24.9	4,820
4	PETER AND PAUL-PART 1(S)	24.3	4,690
5	MASADA PART III(S)	21.4	4,130
5	MASADA PART IV(S)	21.4	4,130
7	GEORGE BURNS IN NASHVILLE(S)	20.8	4,030
8	BARBARA MANDRELL	20.3	3,920
9	ALL STAR FAMILY FEUD(S)	19.6	3,780
10	CHECKING IN	19.5	3,770
11	MASADA PART II(S)	19.5	3,760
12	BOB HOPE'S SPRING FLING(S)	18.7	3,610
13	JEFFERSONS#	18.2	3,510
14	HARPER VALLEY	18.1	3,500
14	THAT'S INCREDIBLE	18.1	3,500
16	NBC MONDAY NIGHT MOVIES#	18.0	3,470
17	DUKES OF HAZZARD	17.6	3,410
18	ALICE#	17.5	3,390
19	NBC NIGHTLY NEWS	17.5	3,380
20	M*A*S*H	17.0	3,290
21	PALMERSTOWN	16.9	3,270
21	PRIVATE BENJAMIN	16.9	3,270

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-25-35-64		55+	TOTAL	18-34	MEN 18-25-35-64		55+	TOTAL FEM.	TOTAL 6-11								
*EVENING																																	
ABC FRIDAY NIGHT MOVIE																																	
FRI.		9.00P	120	ABC	FF	21	190	184	A	9.3	16	724	1630	594	285	656	242	436	373	304	169	696	217	410	413	400	208	133^	58^	145^	101^		
									B	13.0	21	1011	1800	709	318	799	340	534	452	356	196	634	270	423	392	294	153	191	96	176	131		
		9.00 - 9.30							A	10.1	17	786	1705	611	266	682	237	430	368	309	196	685	197	366	374	379	242	151^	67^	187	138^		
		9.30 - 10.00							A	8.8	15	685	1612	588	279	648	239	415	358	288	182	674	208	377	366	358	227	139^	55^	151^	111^		
		10.00 - 10.30							A	8.9	16	692	1529	553	283	608	221	403	330	288	165^	669	206	402	410	408	192	136^	59^	116^	81^		
		10.30 - 11.00							A	9.3	17	724	1651	624	312	683	270	495	432	326	132^	746	249	483	501	452	169	112^	47^	110^	66^		
ABC NEWSBRIEF-M-F																																	
1 MON.		8.57P	2	ABC	N	138	193	190	A	18.0	29	1400	1760	670	294	735	278	448	408	336	222	609	246	382	336	277	176	165	96	251	179		
1 TUE.		8.58P	1			98	97		B	17.2	27	1338	1768	722	309	792	307	479	428	352	242	624	256	388	349	274	184	169	91	183	129		
1 THU.		9.58P	1																														
2 M-TH		9.58P	1																														
2 FRI.		8.58P	1																														
ABC NEWSBRIEF-SAT.																																	
SAT.		9.58P	1	ABC	N	28	199	197	A	19.9	35	1548	1912	732	335	828	355	543	453	368	226	526	228	321	288	218	163	201	125	357	258		
									B	22.0	37	1712	1977	778	324	860	332	518	445	364	281	565	225	354	302	245	174	224	135	328	249		
ABC NEWSBRIEF-SUN.																																	
1 SUN.		8.57P	2	ABC	N	28	193	182	A	17.0	26	1323	1909	703	331	790	271	437	424	355	284	637	253	378	307	260	225	154	102	328	240		
2 SUN.		7.58P	1			98	97		B	15.6	23	1214	2017	703	294	781	297	468	424	351	240	706	280	450	393	327	200	202	103	328	221		
ABC SUNDAY NIGHT MOVIE																																	
1 SUN.		9.00P	120	ABC	FF	26	194	199	A	20.3	36	1579	1991	672	285	780	317	504	448	364	219	748	340	504	440	307	181	244	122	219	151		
2 SUN.		8.00P	261			98	99		B	19.4	30	1509	1901	717	322	802	336	542	469	373	196	739	326	511	455	335	167	197	90	163	115		
		8.00 - 8.30							A	16.7	30	1299	2099	710	317	817	342	515	439	345	252	697	384	491	384	206	168^	279	187	306	180^		
		8.30 - 9.00							A	19.9	33	1548	2259	752	301	877	366	561	474	369	260	800	411	549	468	285	169	255	165	327	210		
		9.00 - 9.30							A	19.9	31	1548	2025	692	275	795	336	510	454	352	222	771	338	496	438	322	198	182	88	277	182		
		9.30 - 10.00							A	20.6	32	1603	2032	701	281	809	347	530	467	360	216	788	331	508	459	350	201	181	86	254	180		
		10.00 - 10.30							A	21.5	36	1673	2010	682	269	782	312	517	456	394	213	775	327	522	457	340	190	244	105	209	148		
		10.30 - 11.00							A	20.8	37	1618	1930	660	273	766	303	513	452	386	206	759	338	527	440	313	191	232	99	173	129		
		11.00 - 11.30							A	22.5	48	1751	1883	609	305	717	273	455	427	361	194	715	344	497	453	296	147	325	161	126^	94^		
		11.30 - 12.00							A	20.7	57	1610	1807	604	294	714	277	436	399	329	215	662	309	447	414	273	148	307	152	124^	83^		
		12.00 - 12.30							A	18.6	64	1447	1753	547	292	677	258	409	363	330	209	608	278	399	376	261	147^	353	179	115^	87^		
ABC WORLD NEWS TONIGHT																																	
M-F		6.30P	30	ABC	N	138	202	202	A	12.1	23	941	1526	630	205	714	183	330	318	342	314	653	165	290	319	371	261	80	34^	79	50^		
									B	12.6	22	980	1617	694	238	773	187	333	320	371	374	642	165	296	312	332	273	86	46	116	69		
ABC WRLD NEWS TONIGHT-SUN																																	
SUN.		6.30P	30	ABC	N	26	153	155	A	9.3	20	724	1702	678	235	681	167	305	331	291	306	785	322	439	397	269	272	126^	36^	110^	66^		
						83	83		B	9.3	17	724	1725	732	232	778	191	341	353	355	363	707	214	362	338	321	286	102	44	138	87		
AFI-SALUTES FRED ASTAIRE(S)																																	
2 SAT.		9.00P	120	CBS	AC		194		A	14.0	26	1089	1805	915	309	961	262	426	505	457	398	668	199^	350	366	319	260	108^	58^	68^	32^		
		9.00 - 9.30							A	13.1	24	1019	1825	898	365	960	274	423	491	434	405	671	233	363	375	274	253	103^	50^	91^	49^		
		9.30 - 10.00							A	13.3	24	1035	1819	926	356	990	260	415	480	442	444	648	200^	326	355	284	266	109^	55^	72^	29^		
		10.00 - 10.30							A	14.6	27	1136	1722	883	255	914	229	398	489	465	375	641	170^	329	343	326	257	106^	61^	61^	29^		
		10.30 - 11.00							A	14.9	29	1159	1858	952	272	982	284	460	561	483	373	717	197^	386	390	386	271	111^	66^	48^	24^		
ALICE																																	
2 SUN.		9.00P	30	CBS	CS	20	194		A	18.8	31	1463	1741	689	302	774	231	395	406	423	278	592	196	318	280	279	232	146^	67^	229	156^		
									B	22.9	33	1782	1808	802	292	875	243	422	398	399	383	596	159	287	280	289	260	149	78	188	133		
ALL STAR FAMILY FEUD(S)																																	
1 SUN.		8.00P	60	ABC	QP		192		A	20.0	30	1556	2008	745	344	855	295	484	452	380	301	629	219	362	273	265	243	127^	87^	397	293		
		8.00 - 8.30							A	18.3	28	1424	1994	734	318	846	281	475	447	377	307	622	199	347	273	265	250	116^	78^	410	305		
		8.30 - 9.00							A	21.7	31	1688	2014	751	364	860	304	492	455	385	294	633	236	371	274	262	238	137^	95^	384	279		



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																	
ALOHA PARADISE																																	
2	WED.	9.00P	60	ABC	CS	6	196	A	15.7	26	1221	1658	777	202	808	320	547	455	378	194	498	171	267	267	254	158	172	103	180	122			
		9.00 - 9.30					98	B	17.4	27	1354	1737	754	325	830	325	514	440	349	258	575	227	323	282	245	198	173	115	159	105			
		9.30 - 10.00						A	15.1	24	1175	1726	767	173	798	321	547	456	370	190	497	161	259	271	267	158	186	102	245	162			
								A	16.3	27	1268	1584	781	224	811	317	543	450	383	198	491	176	269	262	241	154	162	105	120	85			
ARCHIE BUNKER'S PLACE																																	
2	SUN.	8.00P	30	CBS	CS	19	190	A	14.8	26	1151	1768	719	306	797	189	368	418	464	312	693	189	343	347	343	281	139	87	139	104			
							99	B	21.4	32	1665	1818	792	301	877	229	393	371	402	408	662	160	296	301	327	306	116	62	163	114			
BARBARA MANDRELL																																	
	SAT.	8.00P	60	NBC	GV	19	203 190	A	16.6	30	1291	1965	746	229	828	226	403	401	413	344	745	185	382	352	409	302	131	69	261	151			
		8.00 - 8.30					99 98	B	16.6	28	1291	1990	779	283	868	225	420	412	432	370	730	203	376	364	378	281	122	56	270	169			
		8.30 - 9.00						A	16.2	30	1260	1952	741	230	820	209	383	387	408	357	744	174	385	349	416	303	133	59	255	144			
								A	17.1	30	1330	1957	744	227	828	244	419	411	410	327	737	195	373	350	394	301	128	75	264	156			
BARNEY MILLER																																	
	THU.	9.00P	30	ABC	CS	21	199 190	A	15.1	25	1175	1776	679	343	742	312	472	431	331	192	620	308	418	321	239	167	171	102	243	195			
							99 96	B	18.4	28	1432	1764	715	310	781	324	495	432	337	215	610	268	404	349	259	166	183	96	190	139			
BEAR'S EASTER SURPRISE(S)																																	
2	TUE.	8.30P	30	NBC	EA		195	A	17.0	26	1323	2215	578	196	603	315	454	303	199	149	583	259	428	341	253	138	186	100	843	427			
							99																										
BENSON																																	
1	FRI.	8.00P	30	ABC	CS	22	188	A	13.9	25	1081	1710	734	437	886	240	428	412	405	359	577	117	286	280	343	228	118	43	129	104			
							96	B	16.2	27	1260	1805	772	325	849	273	461	439	404	307	541	173	296	282	271	191	166	94	249	175			
BIG EVENT																																	
1	SUN.	8.00P	120	NBC	FV	27	200 202	A	14.2	22	1105	1989	645	348	690	338	495	392	253	143	833	407	622	501	356	153	204	82	262	194			
2	SUN.	9.00P	120				99 99	B	18.4	28	1432	1923	711	316	789	329	527	456	358	198	792	344	548	473	365	183	177	77	165	117			
		8.00 - 8.30						A	16.4	25	1276	2071	615	388	667	385	501	388	203	116	725	387	586	495	309	98	247	96	432	302			
		8.30 - 9.00						A	16.1	23	1253	2089	592	366	652	397	512	386	190	90	756	422	641	516	313	77	230	86	451	338			
		9.00 - 9.30						A	14.5	22	1128	1933	648	339	700	334	491	400	252	155	794	384	589	470	333	158	192	70	247	183			
		9.30 - 10.00						A	13.8	22	1074	1961	633	324	676	345	492	388	233	131	835	435	637	500	326	141	217	79	233	174			
		10.00 - 10.30						A	12.3	22	957	1918	695	335	711	260	477	382	340	184	963	401	635	512	453	240	164	91	80	65			
		10.30 - 11.00						A	12.6	23	980	1916	674	335	705	247	467	377	335	190	973	387	653	544	488	230	156	83	82	72			
BJ AND THE BEAR																																	
1	TUE.	9.00P	60	NBC	A	13	191 198	A	15.5	25	1206	1998	631	257	700	250	454	356	316	228	699	327	469	290	294	198	252	116	347	253			
2	TUE.	9.00P	120				96 98	B	17.8	27	1385	2010	674	256	738	255	422	362	322	268	742	276	446	372	349	239	211	81	319	213			
		9.00 - 9.30						A	16.4	25	1276	1965	623	228	683	261	416	321	277	247	677	328	461	281	259	186	216	113	389	279			
		9.30 - 10.00						A	15.9	25	1237	1942	630	219	695	246	445	340	315	235	652	299	427	258	264	196	230	125	365	266			
		10.00 - 10.30						A	14.4	24	1120	2070	605	309	679	230	470	373	340	194	791	379	547	327	358	207	325	112	275	202			
		10.30 - 11.00						A	14.1	25	1097	2114	672	352	765	264	550	450	373	196	752	338	511	334	366	207	314	106	283	207			
BJ AND THE BEAR																																	
2	SAT.	9.00P	60	NBC	A	1	195	A	14.2	26	1105	1950	619	200	661	243	405	332	312	226	749	330	468	324	312	224	217	69	323	239			
		9.00 - 9.30					99	B	14.2	26	1105	1950	619	200	661	243	405	332	312	226	749	330	468	324	312	224	217	69	323	239			
		9.30 - 10.00						A	14.1	26	1097	1978	627	201	666	243	411	328	317	235	767	336	478	323	316	233	223	68	322	231			
								A	14.4	26	1120	1900	606	196	650	245	399	334	302	213	722	321	454	323	301	212	207	67	321	243			
BOB HOPE'S SPRING FLING(S)																																	
2	MON.	9.00P	60	NBC	GV		203	A	18.2	28	1416	1739	739	232	805	184	369	340	404	368	648	142	314	337	392	254	187	110	99	59			
		9.00 - 9.30					98	A	17.9	27	1393	1753	747	230	824	198	381	345	402	368	623	134	281	313	362	255	214	130	92	49			
		9.30 - 10.00						A	18.4	29	1432	1726	736	235	791	171	359	333	406	373	678	152	350	362	421	256	154	90	103	67			
BOSOM BUDDIES																																	
	THU.	8.00P	30	ABC	CS	20	200 187	A	12.8	22	996	1877	634	328	717	317	466	398	312	188	496	242	300	225	177	166	235	145	429	281			
							99 96	B	17.3	27	1346	1961	679	323	755	349	527	427	315	173	587	287	420	345	235	126	257	144	362	251			
BRADY BRIDES																																	
	FRI.	8.30P	30	NBC	CS	7	190 185	A	13.9	25	1081	2056	798	269	893	294	504	416	414	321	584	206	321	274	255	220	228	101	351	250			
							96 93	B	14.3	24	1113	1966	761	255	849	295	479	397	373	301	551	177	287	259	256	211	199	105	367	261			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 34	35- 64	55+	TOTAL	18- 34	18- 49
																		TOTAL	18- 34	18- 49	25- 34	35- 64	55+	TOTAL	18- 34	18- 49	25- 34	35- 64	55+	TOTAL	18- 34	18- 49	25- 34	35- 64	55+			
EVENING CONT'D																																						
BUCK ROGERS-25TH CENTURY										11	188	183	A	12.9	22	1004	1987	624	278	697	298	455	392	270	206	623	306	455	375	214	135	210	78^	457	276			
THU.										8.00P	60	NBC	SF	96	93	B	15.0	23	1167	2061	634	270	690	305	490	419	295	154	661	315	499	431	291	113	234	81	476	305
8.00 - 8.30													A	12.4	21	965	1923	614	274	685	281	425	375	266	217	602	285	427	354	202	146	198	77^	438	269			
8.30 - 9.00													A	13.4	22	1043	2034	632	281	708	317	482	406	269	194	643	323	478	399	226	124	212	74^	471	280			
CBS EVENING NEWS-RATHER										139	197	197	A	13.3	26	1035	1507	697	202	791	167	302	329	361	408	582	132	264	259	290	271	50^	29^	84	42^			
M-F										6.30P	30	CBS	N	99	99	B	15.4	27	1198	1573	707	214	770	151	289	324	376	399	632	135	280	286	327	299	77	37	94	58
CBS EVENING NEWS-DEAN										18		170	A	8.2	19	638	1710	459	254^	620	196^	285^	261^	246^	277^	751	241^	362^	336^	286^	318^	227^	30^	112^	97^			
2 SUN.										6.30P	30	CBS	N	91		B	10.4	18	809	1669	719	260	802	176	307	315	363	427	694	170	309	324	334	323	68	26	105	68
CBS EVENING NEWS-DEAN(B)										106			A	6.2	12	482	1334	504	122^	504	30^	90^	102^	299^	372^	725	280^	389^	333^	289^	302^	69^	69^	36^	36^			
1 SUN.										6.30P	30	CBS	N	58																								
CBS SAT. NEWS-SCHIEFFER										29	148	151	A	9.5	22	739	1507	673	227	756	156^	301	315	382	389	600	148^	261	309	306	271	103^	10^	48^	18^			
SAT.										6.30P	30	CBS	N	85	85	B	10.8	21	840	1598	721	199	783	140	268	289	363	443	663	147	273	278	328	331	66	28	86	51
CBS TUESDAY NIGHT MOVIES										16	191		A	15.0	24	1167	1755	650	214	807	325	509	426	339	214	759	358	487	419	290	204	125^	67^	64^	45^			
1 TUE.										9.00P	120	CBS	FF	99		B	17.7	27	1377	1726	753	289	851	319	526	459	385	258	616	231	382	354	301	174	147	82	112	72
9.00 - 9.30													A	13.9	21	1081	1756	675	220	853	313	486	425	340	272	707	319	435	358	251	230	103^	55^	93^	71^			
9.30 - 10.00													A	15.2	23	1183	1778	634	196^	809	327	496	404	331	217	792	393	516	417	281	207	121^	70^	56^	32^			
10.00 - 10.30													A	15.6	26	1214	1736	636	219	783	339	524	419	326	187^	757	356	486	446	299	191^	127^	75^	69^	41^			
10.30 - 11.00													A	15.2	27	1183	1747	663	221	794	317	528	463	366	186^	777	360	501	451	324	192^	138^	63^	38^	38^			
CBS WEDNESDAY NIGHT MOVIE										19	183	171	A	10.9	18	848	1704	752	307	871	288	475	461	399	288	666	238	390	334	317	225	101^	45^	66^	37^			
WED.										9.00P	120	CBS	FF	97	93	B	17.3	28	1346	1751	738	290	831	301	502	449	395	255	655	234	396	371	323	202	145	71	120	82
9.00 - 9.30													A	11.7	18	910	1766	760	306	865	288	473	458	378	289	699	237	392	325	326	266	98^	43^	104^	51^			
9.30 - 10.00													A	11.3	18	879	1750	754	307	877	291	488	455	395	287	693	247	403	348	327	229	96^	44^	84^	45^			
10.00 - 10.30													A	10.6	18	825	1647	753	300	876	286	469	460	410	298	632	235	374	338	305	194	103^	42^	36^	27^			
10.30 - 11.00													A	10.1	18	786	1603	732	311	856	279	461	465	407	274	626	236	385	325	292	201	93^	44^	28^	20^			
CHECKING IN										2	190	181	A	17.6	30	1369	1616	712	201	822	191	331	305	360	431	522	103	205	205	277	275	64^	41^	208	143			
THU.										8.00P	30	CBS	CS	99	96	B	17.6	30	1369	1616	712	201	822	191	331	305	360	431	522	103	205	205	277	275	64	41	208	143
CHIPS										17	214	212	A	14.4	24	1120	2043	626	309	715	314	459	355	270	201	622	239	432	357	325	166	233	103^	473	316			
1 SUN.										7.00P	60	NBC	OP	99	99	B	19.4	29	1509	2242	706	286	789	325	513	430	332	222	735	307	509	444	347	172	243	97	475	316
2 SUN.										8.00P	60																											
7.00 - 7.30													A	12.4	21	965	2086	557	360	696	340	467	329	248	171^	569	256	471	359	282	98^	302	149^	519	354			
7.30 - 8.00													A	15.6	25	1214	2073	586	377	703	356	475	326	247	166^	572	274	456	340	263	103^	251	123^	547	381			
8.00 - 8.30													A	14.4	26	1120	1991	655	242	707	281	434	356	275	229	659	214	409	370	382	209^	183^	68^	442	270			
8.30 - 9.00													A	15.2	25	1183	1982	688	259	739	281	454	394	296	232	662	210	387	357	361	234	195^	70^	386	255			
CRASH ISLAND(S)										203			A	12.8	22	996	2097	722	375	874	375	564	503	375	218^	736	283	520	532	386	139^	188^	93^	299	199^			
1 SAT.										9.00P	60	NBC	A	99		A	13.0	23	1011	2089	734	388	894	365	556	506	385	240	712	267	491	508	376	144^	189^	103^	294	188^
9.00 - 9.30													A	12.6	22	980	2097	712	364	856	386	570	497	365	197^	759	302	550	553	392	134^	176^	78^	306	209^			
9.30 - 10.00																																						
DAFFY DUCK'S EASTER SHOW(S)										194			A	16.6	26	1291	2107	611	184	666	325	468	312	217	198	550	205	367	293	255	183^	156^	95^	735	351			
2 TUE.										8.00P	30	NBC	EA	98																								
DALLAS										21	206	205	A	30.7	55	2388	1792	779	294	880	312	500	445	392	308	582	240	338	281	224	210	153	90	177	145			
FRI.										10.00P	60	CBS	GD	99	97	B	34.5	57	2684	1850	825	313	911	346	537	477	400	300	623	242	371	332	274	205	150	87	166	129
10.00 - 10.30													A	30.5	54	2373	1815	778	294	879	316	505	449	385	303	586	238	347	290	232	203	156	89	194	154			
10.30 - 11.00													A	30.8	56	2396	1768	778	291	880	309	496	444	396	311	578	244	332	271	215	212	148	91	162	134			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11									
EVENING CONT'D																																							
DIFF'RENT STROKES										21	202	192	A	20.8	32	1618	1841	711	254	810	258	426	367	352	314	562	215	346	265	231	190	168	107	301	220				
1 WED. 9.00P										60	NBC	CS	99	97	B	20.7	32	1610	1910	745	288	812	253	426	394	372	311	563	177	315	283	268	208	228	107	307	231		
2 WED. 9.00P										30																													
9.00 - 9.30													A	20.9	33	1626	1812	700	253	786	256	413	364	355	302	555	208	344	268	238	189	173	111	298	212				
9.30 - 10.00													A	20.7	31	1610	1893	732	255	859	261	449	376	347	337	574	229	346	261	216	192	158	99^	302	236				
DISNEY'S WONDERFUL WORLD										20		203	A	9.1	18	708	2055	672	269^	705	306^	452	306^	298^	245^	697	272^	448	327^	374	236^	148^	62^	505	258^				
2 SUN. 7.00P										60	NBC	FV	98		B	15.2	24	1183	2365	666	280	745	329	501	438	312	196	679	295	482	411	320	159	249	107	692	420		
7.00 - 7.30													A	8.4	17	654	1980	628	267^	654	293^	426	287^	283^	218^	709	267^	459	334^	414	238^	99^	26^	518	263^				
7.30 - 8.00													A	9.8	18	762	2104	706	267^	743	318	471	322	305^	263^	686	276^	440	320	341	233^	185^	91^	490	250^				
DUKES OF HAZZARD										20	202	205	A	24.7	42	1922	2032	602	238	713	260	431	341	319	238	575	220	333	304	256	179	220	90	524	357				
FRI. 9.00P										60	CBS	CS	99	99	B	27.3	44	2124	2124	715	268	788	289	467	410	361	261	625	219	372	338	314	204	200	96	511	358		
9.00 - 9.30													A	23.3	40	1813	2082	600	230	710	265	435	333	312	237	569	225	334	300	246	173	227	94	576	387				
9.30 - 10.00													A	26.2	44	2038	1973	604	244	713	257	425	345	321	239	576	213	331	305	264	182	209	85	475	329				
DYNASTY										10		195	A	16.3	25	1268	1670	691	324	773	322	541	514	379	181^	610	242	394	376	267	169^	171^	71^	116^	113^				
2 MON. 9.00P										60	ABC	GD	99		B	18.1	27	1408	1711	761	329	828	318	515	484	382	236	643	256	379	359	289	190	138	74	102	68		
9.00 - 9.30													A	16.0	24	1245	1703	692	321	768	305	531	518	390	189^	602	234	390	377	267	167^	196	79^	137^	129^				
9.30 - 10.00													A	16.7	26	1299	1619	684	324	769	335	546	509	368	168^	612	251	393	373	262	168^	143^	62^	95^	95^				
EIGHT IS ENOUGH										4	196	190	A	14.3	26	1113	2058	674	290	799	348	529	453	325	198	531	237	354	305	210	129	263	163	465	333				
SAT. 8.00P										60	ABC	CS	98	98	B	14.9	26	1159	2109	686	286	778	338	502	420	295	223	536	226	344	293	213	152	262	150	533	369		
8.00 - 8.30													A	12.9	24	1004	2088	682	290	810	353	537	457	330	203	551	253	365	307	208	135	270	176	457	325				
8.30 - 9.00													A	15.6	28	1214	2040	671	286	794	345	527	451	323	196	514	220	343	304	213	124	259	153	473	340				
ENOS										17	182	173	A	13.8	22	1074	1883	699	240	768	275	429	405	350	254	620	205	331	297	298	251	157	59^	338	227				
WED. 8.00P										60	CBS	CS	96	91	B	16.6	25	1291	2119	701	266	759	259	437	396	367	263	681	246	416	375	348	212	220	89	459	298		
8.00 - 8.30													A	13.0	21	1011	1828	679	230	753	263	422	400	351	252	600	194	322	291	294	245	156	57^	319	221				
8.30 - 9.00													A	14.5	23	1128	1938	719	253	783	284	436	411	351	256	642	217	342	302	303	260	157	61^	356	236				
FACTS OF LIFE										17		192	A	20.0	33	1556	1856	705	293	783	336	462	418	347	250	562	247	378	321	237	160	220	123^	291	217				
2 WED. 9.30P										30	NBC	CS	95		B	19.3	30	1502	1910	755	300	831	276	461	414	380	298	548	176	310	285	261	196	260	128	271	206		
FANTASY ISLAND										23	196	201	A	18.6	35	1447	1858	691	313	794	353	554	462	355	181	560	247	377	324	238	147	243	149	261	193				
SAT. 10.00P										60	ABC	A	99	99	B	20.7	37	1610	1875	745	327	830	341	536	453	358	242	581	244	379	320	247	165	224	132	240	187		
10.00 - 10.30													A	19.0	35	1478	1862	689	313	791	354	549	447	352	186	560	255	378	324	229	147	228	142	283	202				
10.30 - 11.00													A	18.3	36	1424	1834	689	308	790	348	553	471	356	176	552	237	378	323	247	141	254	155	238	181				
FLO										5	176	158	A	11.7	21	910	1725	696	282	738	236	381	371	312	286	666	255	429	428	305	185	146	42^	175	108^				
SAT. 8.30P										30	CBS	CS	95	92	B	13.2	23	1027	1830	723	303	793	240	406	386	355	313	653	229	391	377	301	214	163	68	221	137		
GEORGE BURNS IN NASHVILLE(S)										201			A	15.8	27	1229	1600	786	306	826	124^	357	386	480	406	654	96^	233	288	372	328	82^	64^	38^	38^				
2 MON. 10.00P										60	NBC	GV	99		A	16.2	27	1260	1583	757	282	794	128^	337	356	443	400	652	109^	251	290	362	318	98^	64^	39^	39^		
10.00 - 10.30													A	15.3	27	1190	1621	820	332	861	120^	378	420	517	413	658	80^	211	287	385	340	65^	65^	37^	37^				
10.30 - 11.00																																							
GREATEST AMERICAN HERO										5	201	200	A	18.5	30	1439	2018	626	293	666	304	488	410	307	131	541	248	385	349	250	105	263	140	548	326				
WED. 8.00P										60	ABC	A	99	98	B	21.1	33	1642	2162	648	295	694	341	525	446	299	123	610	326	480	406	245	83	299	152	559	361		
8.00 - 8.30													A	17.9	29	1393	2012	633	303	674	290	473	408	324	147	531	246	372	334	241	110	256	141	551	323				
8.30 - 9.00													A	19.1	30	1486	2015	613	280	650	312	497	408	290	114	552	250	399	365	258	100	271	140	542	326				
HAPPY DAYS										21	201	202	A	18.6	30	1447	1778	567	287	629	270	412	343	281	173	508	261	343	270	196	130	259	145	382	284				
TUE. 8.00P										30	ABC	CS	99	99	B	20.8	32	1618	1979	662	306	746	334	513	416	317	188	520	233	352	287	218	136	256	145	457	316		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
EVENING CONT'D																																					
HARPER VALLEY						13	184	188	A 15.3	28	1190	2046	792	257	914	268	456	389	413	376	642	182	286	264	284	294	175	58^	315	216							
FRI.						8.00P	30	NBC CS			95	94	B 17.0	28	1323	1935	789	271			877	262	436	373	400	372	626	164	284	265	304	286	136	64	296	207	
HART TO HART						18	190		A 18.4	32	1432	1559	740	269	818	329	495	412	360	260	513	240	332	281	201	156^	151^	96^	77^	59^							
2 TUE.						10.00P	60	ABC PD			98		B 19.9	32	1548	1701	735	291			809	320	517	456	365	231	627	280	418	349	264	173	170	96	95	68	
						10.00 - 10.30			A 18.7	32	1455	1586	765	282	847	333	513	428	386	268	494	233	314	268	186	151^	154^	100^	91^	69^							
						10.30 - 11.00			A 18.0	32	1400	1531	718	255	788	324	478	397	336	249	533	248	351	290	216	163^	148^	91^	62^	45^							
HEAVEN ON EARTH(S)						205	99		A 14.7	25	1144	1915	614	306	699	350	515	458	280	121^	768	427	651	477	297	92^	211	89^	237	195^							
1 SUN.						10.00P	60	NBC CS					A 15.0	24	1167	1916	602	325			691	348	517	452	276	115^	787	441	663	483	297	93^	210	87^	228	185^	
						10.00 - 10.30			A 14.5	26	1128	1892	620	279	699	349	507	456	280	125^	742	412	634	468	292	87^	206^	89^	245	204^							
						10.30 - 11.00			A 14.1	25	1097	2048	554	221	614	335	417	322	164^	178^	421	235	305	247	131^	90^	157^	89^	856	382							
HERE-PETER COTTONTAIL(S)						201	99		A 13.2	23	1027	1971	553	219^	613	337	422	333	170^	171^	397	213^	276	233	126^	95^	142^	81^	819	344							
1 FRI.						8.00P	60	CBS EA					A 15.0	26	1167	2104	553	222			612	337	412	311	157^	181^	440	257	328	260	130^	85^	165^	91^	887	416	
						8.00 - 8.30			A 11.5	22	895	1829	711	310	799	318	499	461	364	223^	691	307	459	414	322	177^	171^	52^	168^	135^							
						8.30 - 9.00			B 13.1	24	1019	1792	684	298	735	265	443	419	362	210	803	314	509	472	398	213	138	40	116	91							
HILL STREET BLUES						13	209		A 11.0	21	856	1797	714	296	782	329	491	442	334	218^	691	309	470	413	318	178^	157^	47^	167^	132^							
1 SAT.						10.00P	60	NBC OP			98		A 12.0	24	934	1847	704	321			809	305	502	477	388	225^	689	303	447	414	325	177^	183^	56^	166^	138^	
						10.00 - 10.30																															
						10.30 - 11.00																															
HOUSE CALLS						21	194	198	A 19.8	30	1540	1831	795	366	903	366	542	454	379	284	601	275	392	292	249	179	170	105	157	128							
MON.						9.30P	30	CBS CS	99	99		B 22.4	33	1743	1744	770	328	852	323	508	452	379	276	610	248	380	325	275	186	153	82	129	94				
I'M A BIG GIRL NOW						21	187		A 14.7	26	1144	1649	724	392	875	260	419	371	381	374	551	114^	246	246	323	239	77^	32^	146^	115^							
1 FRI.						8.30P	30	ABC CS			97		B 15.8	26	1229	1780	773	327			858	282	456	432	396	317	542	169	293	292	270	194	154	91	226	163	
INCREDIBLE HULK						17	192		A 14.8	27	1151	2065	649	203^	747	297	516	390	332	194^	673	231	433	403	345	186^	185^	67^	460	235							
2 FRI.						8.00P	60	CBS SF			97		B 17.6	29	1369	2133	668	275			758	293	465	410	330	235	689	276	448	394	322	194	170	79	516	307	
						8.00 - 8.30			A 13.1	25	1019	2041	673	199^	771	300	528	388	341	208^	690	233	439	404	349	196^	158^	58^	422	218^							
						8.30 - 9.00			A 16.4	29	1276	2087	635	207	731	297	508	394	325	182^	662	230	428	400	340	182^	204	71^	490	250							
JEFFERSONS						19	193		A 18.3	31	1424	1740	754	359	839	230	421	415	463	318	609	202	315	259	290	247	136^	75^	156^	130^							
2 SUN.						9.30P	30	CBS CS			99		B 23.5	35	1828	1807	819	317			895	266	459	424	408	362	604	177	304	282	286	255	164	87	144	106	
LAVERNE & SHIRLEY						20	205	203	A 18.8	29	1463	1761	576	263	628	269	412	345	284	174	512	250	354	284	208	128	248	161	373	288							
TUE.						8.30P	30	ABC CS			99	99	B 20.6	31	1603	1961	679	325			760	353	535	435	315	180	511	235	355	298	214	123	243	148	447	309	
LITTLE HOUSE-PRAIRIE						26	215	216	A 14.3	22	1113	1843	813	336	883	312	439	370	306	378	484	129	226	190	184	243	148	118	328	199							
MON.						8.00P	60	NBC GD			99	99	B 22.1	32	1719	1948	829	302			917	335	489	421	350	364	529	165	268	246	234	229	165	110	337	208	
						8.00 - 8.30			A 13.6	21	1058	1765	796	329	869	279	403	344	309	403	473	116	203	176	179	251	127	115	296	172							
						8.30 - 9.00			A 15.0	22	1167	1904	828	342	895	339	471	396	307	354	488	139	244	200	189	235	164	120	357	222							
LOBO						12	195		A 17.2	27	1338	1980	791	261	861	307	511	415	358	317	654	244	359	331	303	230	141^	50^	324	211							
1 TUE.						8.00P	60	NBC A			96		B 18.3	27	1424	1988	737	251			795	235	412	373	370	318	735	211	382	364	377	290	132	38	326	206	
						8.00 - 8.30			A 16.1	26	1253	1969	788	256	864	297	502	395	368	333	667	248	364	348	315	232	125^	48^	313	202							
						8.30 - 9.00			A 18.3	29	1424	1980	792	264	857	313	519	431	350	303	640	240	353	315	291	226	151^	52^	332	217							
LOU GRANT						22	196	193	A 17.2	29	1338	1609	783	308	860	314	486	448	383	280	544	233	338	262	224	166	138	66^	67^	59^							
MON.						10.00P	60	CBS GD			99	99	B 19.1	31	1486	1572	747	299			819	321	501	458	361	248	579	239	357	311	252	180	123	65	51	36	
						10.00 - 10.30			A 17.0	28	1323	1644	802	317	878	319	498	453	392	287	557	236	343	269	230	173	134	65^	75^	67^							
						10.30 - 11.00			A 17.4	30	1354	1565	761	297	838	307	473	441	372	273	531	233	330	255	216	160	139	66^	57^	50^							



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
NBC NEWS UPDATE-SAT.						28	181	177	A	14.7	26	1144	2065	793	243	859	274	466	446	440	304	785	219	426	394	426	285	153	67^	268	173		
SAT. 8.58P 1 NBC N							92	95	B	13.3	22	1035	1953	771	277	838	217	405	399	414	355	736	209	379	375	379	279	133	53	246	158		
NBC NEWS UPDATE-SUN.						28	183	184	A	13.9	21	1081	1943	603	306	659	313	457	371	237	150	678	295	495	412	338	146	226	74^	380	277		
1 SUN. 8.57P 1 NBC N							92	92	B	19.4	28	1509	2114	687	296	765	302	495	429	343	213	791	319	527	463	381	199	212	87	346	238		
2 SUN. 8.58P 1																																	
NBC NEWS UPDATE-2-M-F						16	180	172	A	12.9	20	1004	1880	719	275	826	267	450	379	367	309	675	274	402	302	284	228	173	66	206	156		
1 MON. 9.51P 1 NBC N							91	84	B	12.9	20	1004	1808	743	292	822	258	450	400	385	303	651	220	361	328	311	235	164	73	171	126		
1 W & F 9.58P 1																																	
2 TUE. 9.42P 1																																	
2 THU. 9.47P 1																																	
NBC NEWS UPDATE-2-SAT.						4		181	A	11.7	21	910	1875	559	200^	606	197^	351	300	305	214^	733	305	454	313	319	223^	214^	53^	322	256^		
2 SAT. 9.58P 1 NBC N								91	B	10.2	18	794	1892	663	259	706	263	422	371	335	220	835	347	521	454	389	229	155	48	196	157		
NBC NEWS UPDATE-2-SUN.						3	183		A	13.2	20	1027	2011	562	316	617	396	493	402	177^	68^	769	447	654	497	295	77^	284	93^	341	281		
1 SUN. 9.58P 1 NBC N							89		B	14.2	21	1105	2082	689	334	758	419	583	477	262	131	801	420	628	502	321	118	213	71	310	254		
NBC NIGHTLY NEWS-SAT.						25	157	156	A	6.8	16	529	1647	678	115^	718	67^	189^	232	330	445	756	181^	326	336	354	369	116^	93^	57^	18^		
SAT. 6.30P 30 NBC N							85	85	B	9.4	18	731	1678	704	224	774	178	300	284	339	401	708	150	289	322	354	337	82	34	114	68		
NBC NIGHTLY NEWS-SUN.						19	157	160	A	7.2	15	560	1688	638	212^	675	209^	289	304	269	285	767	231	387	271	385	330	68^	24^	178^	89^		
SUN. 6.30P 30 NBC N							83	84	B	8.3	15	646	1702	696	239	759	192	318	339	359	344	739	186	327	340	379	329	60	23	144	81		
NBC NIGHTLY NEWS						137	208	208	A	12.0	23	934	1634	744	236	799	178	298	295	368	425	658	132	251	250	306	361	81	51^	96	70		
M-F 6.30P 30 NBC N							99	99	B	13.2	23	1027	1615	713	236	778	176	313	304	360	400	667	156	284	281	309	333	66	33	104	69		
NBC THURSDAY NIGHT MOVIES						21	200	172	A	12.3	21	957	1676	696	254	811	278	478	436	414	256	637	238	399	306	300	199	133	59^	95^	85^		
THU. 9.00P 120 NBC FF							98	81	B	17.1	28	1330	1789	724	276	802	297	494	434	379	235	687	254	424	388	333	201	163	79	137	96		
9.00 - 9.30									A	11.6	19	902	1671	653	237	762	281	426	373	356	260	662	249	404	309	304	216	136	62^	111^	88^		
9.30 - 10.00									A	11.9	19	926	1679	658	258	789	286	452	391	372	258	668	279	393	285	270	230	130^	54^	92^	75^		
10.00 - 10.30									A	13.1	23	1019	1689	725	275	849	299	529	485	441	244	621	228	400	303	305	187	123	58^	96^	94^		
10.30 - 11.00									A	12.4	23	965	1674	748	245	840	249	499	489	481	261	603	198	399	321	323	173	148	66^	83^	83^		
NERO WOLFE						13	187	173	A	12.2	21	949	1662	825	276	894	206	435	467	469	362	584	173	318	334	308	210	85^	24^	99^	76^		
FRI. 9.00P 60 NBC PD							95	90	B	12.8	21	996	1701	763	282	847	224	416	429	420	340	641	172	315	323	325	270	106	57	107	69		
9.00 - 9.30									A	11.8	20	918	1632	817	271	878	195	415	450	458	372	577	158	308	331	313	217	76^	18^	101^	75^		
9.30 - 10.00									A	12.7	21	988	1665	823	276	899	213	446	477	469	351	581	181	321	333	303	199	91^	29^	94^	74^		
NEWSBREAK-M-F						116	170	164	A	14.8	24	1151	1910	699	266	804	273	443	391	340	298	602	209	346	311	275	216	155	73	349	219		
1 M-F 8.58P 1 CBS N							92	89	B	16.5	25	1284	1947	710	276	798	269	440	397	358	292	623	208	352	327	306	220	176	86	350	227		
2 M-TH 8.58P 1																																	
2 FRI. 8.57P 2																																	
NEWSBREAK-SAT.						24	161	151	A	9.4	17	731	1683	684	236	727	232	367	362	306	298	663	269	421	412	285	192	115^	36^	178	116^		
SAT. 8.58P 1 CBS N							91	87	B	13.0	21	1011	1894	724	272	797	267	432	401	365	292	652	248	377	351	292	216	156	67	289	193		
NEWSBREAK-SUN.						24	182	180	A	16.8	26	1307	1712	735	306	816	207	407	415	445	328	629	175	312	322	320	252	124	88^	143	89^		
1 SUN. 9.58P 1 CBS N							95	95	B	21.0	30	1634	1884	790	318	883	267	456	405	407	356	627	188	316	288	294	262	171	97	203	145		
2 SUN. 8.58P 1																																	
NURSE						3	199	196	A	16.9	30	1315	1566	802	256	925	300	509	457	456	341	475	172	279	270	218	163	87^	54^	79^	62^		
THU. 10.00P 60 CBS GD							98	97	B	17.3	30	1346	1548	805	257	905	302	509	462	436	326	472	165	288	262	231	153	88	58	83	68		
10.00 - 10.30									A	16.6	29	1291	1574	808	259	928	302	510	451	459	344	477	162	277	274	235	165	91^	56^	78^	62^		
10.30 - 11.00									A	17.1	32	1330	1558	802	253	924	301	510	466	453	339	472	181	278	265	201	163	81^	50^	81^	63^		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



[illegible]

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+
EVENING CONT'D																														
WALKING TALL																														
2	SAT.	10.00P	60	NBC	OP	1	200	A	13.2	25	1027	1929	729	313	797	185	432	439	453	296	727	252	401	342	375	243	230	97	175	108
		10.00 - 10.30					99	B	13.2	25	1027	1929	729	313	797	185	432	439	453	296	727	252	401	342	375	243	230	97	175	108
		10.30 - 11.00						A	13.1	24	1019	1947	735	309	812	209	446	436	445	302	738	247	403	358	395	250	207	82	190	120
								A	13.4	26	1043	1882	712	311	769	158	410	434	453	288	705	256	393	320	344	233	250	112	158	90
WKRP IN CINCINNATI																														
	SAT.	8.00P	30	CBS	CS	23	189	A	12.3	23	957	1797	705	311	749	266	404	390	331	264	715	318	480	458	304	183	168	49	165	82
						98	94	B	16.8	28	1307	1903	727	283	797	289	445	408	348	281	659	255	396	381	301	200	168	73	279	176
*LATE FRINGE																														
ABC NEWS:NIGHTLINE																														
	M-F	11.30P	30	ABC	N	61	190	A	7.6	24	591	1365	543	203	602	183	341	350	323	191	697	247	412	431	366	180	43	25	23	17
						97	97	B	7.8	24	607	1376	594	205	642	178	338	341	358	233	671	228	374	354	340	224	51	18	12	LT
ABC WEEKEND REPORT-SAT.																														
	SAT.	11.00P	15	ABC	N	27	173	A	8.0	17	622	1305	579	240	673	201	430	452	382	180	481	104	267	306	291	130	103	23	48	48
						93	92	B	8.0	17	622	1488	640	258	700	255	436	399	353	209	596	228	369	327	286	182	111	59	81	65
ABC WEEKEND REPORT-SUN.																														
	1 SUN.	11.00P	15	ABC	N	28	170	A	4.5	14	350	1343	575	249	586	183	394	371	357	141	532	180	388	306	271	112	54	LT	171	115
	2 SUN.	12.31A	15			93	93	B	5.4	13	420	1446	616	245	662	235	409	382	359	178	665	274	422	396	320	174	88	37	31	27
CBS SUNDAY NEWS-BRADLEY																														
	SUN.	11.00P	15	CBS	N	30	129	A	7.1	15	552	1337	692	197	733	150	281	373	394	344	529	101	188	235	297	265	62	62	13	13
						71	71	B	8.1	17	630	1476	721	246	794	212	384	381	418	332	593	186	305	278	301	245	60	36	29	16
CHARLIE'S ANGELS-12.00																														
	THU.	12.00M	68	ABC	PD	14	178	A	3.6	17	280	1150	579	158	647	219	301	327	310	233	418	196	261	207	168	125	60	53	25	LT
						96	95	B	4.1	19	319	1059	459	163	509	204	283	259	250	161	460	166	273	252	228	154	77	46	LT	LT
12.00 - 12.30																														
								A	4.0	17	311	1267	655	198	720	276	391	383	331	228	460	209	276	231	192	142	55	55	32	LT
12.30 - 1.00																														
								A	3.5	18	272	1092	537	122	589	174	207	293	305	232	419	206	279	198	154	118	69	58	LT	LT
COLUMBIA:SHUTTLE BEGINS-1(S)																														
	1 THU.	11.30P	30	NBC	N	213		A	7.3	24	568	1210	566	185	615	137	310	352	358	237	539	258	356	264	170	148	40	LT	16	16
						99																								
FANTASY ISLAND-12.00																														
	MON.	12.00M	69	ABC	A	13	173	A	3.0	16	233	931	369	172	463	180	262	214	275	133	468	227	335	291	207	60	LT	LT	LT	LT
						93	95	B	3.6	17	280	1170	498	237	556	220	374	335	287	115	552	289	426	279	217	98	55	31	LT	LT
	12.00 - 12.30							A	3.2	15	249	988	422	193	506	201	285	245	293	145	482	213	349	309	221	77	LT	LT	LT	LT
	12.30 - 1.00							A	2.9	17	226	832	324	146	412	173	243	178	239	119	420	212	292	248	182	49	LT	LT	LT	LT
FRIDAYS																														
	1 FRI.	12.00M	71	ABC	GV	3	180	A	6.4	24	498	1402	545	307	595	317	442	371	255	61	583	300	473	348	273	52	135	76	89	85
	2 FRI.	12.00M	72			96	96	B	6.6	24	513	1319	478	263	532	273	381	318	200	87	601	352	517	387	235	46	128	49	58	55
	12.00 - 12.30							A	6.9	22	537	1426	550	302	611	298	459	412	282	64	586	275	488	384	298	54	134	75	95	88
	12.30 - 1.00							A	6.5	26	506	1417	555	354	601	346	448	371	242	54	554	301	420	297	241	61	153	91	109	109
LATE MOVIE I																														
	MON.	11.30P	71	CBS	FF	128	163	A	5.9	26	459	1427	646	337	775	302	509	488	390	162	548	257	385	357	244	111	86	35	18	14
	1 THU.	12.13A	68			90	90	B	6.3	22	490	1354	621	266	704	277	461	420	355	164	548	225	379	344	282	123	79	40	23	16
	2 TUE.	12.02A	75																											
	2 THU.	11.30P	68																											
	11.30 - 12.00							A	7.6	25	591	1486	626	303	729	255	432	452	394	187	599	274	416	385	261	128	108	41	50	34
	12.00 - 12.30							A	6.4	28	498	1466	660	340	815	299	541	519	426	160	555	265	410	374	254	95	96	39	LT	LT
	12.30 - 1.00							A	4.5	25	350	1189	606	337	731	383	548	486	297	110	426	146	229	232	246	146	32	17	LT	LT
	1.00 - 1.30							A	3.1	23	241	1378	763	473	784	444	619	435	299	79	519	262	328	274	194	129	75	75	LT	LT
LATE MOVIE II																														
	1 MON.	12.41A	46	CBS	FF	121	163	A	4.4	31	342	1155	605	293	676	258	451	412	319	147	404	141	284	284	233	64	75	58	LT	LT
	1 THU.	1.21A	43			90	90	B	4.4	26	342	1282	573	227	633	268	432	380	318	124	555	234	405	363	291	101	80	39	LT	LT
CONT'D																														



31

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																	VIEWERS PER 1000 VIEWING										HOUSEHOLDS BY SPECIFIED CATEGORIES									
																	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL
LATE FRINGE CONT'D														A	5.2	25	405	1435	346	252	378	204	252	129	126	978	610	836	607	226	142	79	LT	LT	LT	
NBA ON CBS-FRI.(S)-CONT'D														A	4.8	28	373	1603	317	247	360	185	246	120	114	1134	761	944	768	250	123	109	LT	LT	LT	
NBC LATE NIGHT MOVIE														A	1.9	7	148	973	182	61	182	47	81	115	89	467	224	346	163	155	121	324	81	LT	LT	LT
1 SUN. 11.30P 103 NBC FF														B	2.0	8	156	752	277	96	308	136	181	159	139	371	174	268	224	170	76	52	LT	LT	LT	
2 SUN. 11.30P 60																																				
11.30 - 12.00														A	2.0	6	156	1308	371	83	371	44	121	192	205	558	192	378	217	263	180	379	65	LT	LT	LT
12.00 - 12.30														A	1.7	7	132	917	83	61	83	61	61	83	523	341	455	159	114	68	311	83	LT	LT	LT	
12.30 - 1.00														A	2.3	12	179	782	44	44	44	44	44	LT	LT	369	174	258	146	84	111	369	157	LT	LT	LT
POLICE STORY														A	3.7	29	288	1219	527	198	631	261	353	385	225	567	175	323	372	312	142	LT	LT	LT	LT	LT
1 WED. 1.08A 42 ABC OP														B	3.1	23	241	1165	429	159	510	228	312	242	184	557	241	380	336	264	124	89	30	LT	LT	LT
2 WED. 1.08A 49																																				
1.00 - 1.30														A	3.7	26	288	1306	559	181	650	279	386	413	239	621	267	395	440	281	125	17	17	18	18	
1.30 - 2.00														A	3.7	32	288	1132	503	207	614	245	322	358	213	507	86	254	306	341	152	LT	LT	LT	LT	
SATURDAY NIGHT														A	9.1	29	708	1644	496	234	614	339	474	377	220	651	438	556	400	202	52	269	158	110	100	
1 SAT. 11.30P 80 NBC GV														B	9.8	29	762	1551	509	246	574	303	436	337	226	639	383	518	411	228	73	269	132	69	60	
2 SAT. 11.30P 77																																				
11.30 - 12.00														A	9.9	28	770	1599	532	217	630	325	482	409	246	599	396	498	378	184	62	228	120	142	132	
12.00 - 12.30														A	9.1	31	708	1705	488	232	613	351	482	372	213	701	469	593	428	222	51	286	168	105	97	
12.30 - 1.00														A	8.5	31	661	1626	472	291	632	383	492	314	200	610	437	584	366	173	26	362	253	22	LT	
TOMORROW COAST TO COAST-1														A	3.9	22	303	1211	564	228	660	251	399	331	310	502	235	346	238	182	119	49	LT	LT	LT	
1 M-W 12.30A 30 NBC CC														B	3.8	20	296	1138	524	195	591	181	300	285	279	483	197	306	260	210	141	59	23	LT	LT	
1 THU. 1.00A 30																																				
2 M-TH 12.30A 30																																				
TOMORROW COAST TO COAST-2														A	2.5	20	195	979	369	113	451	159	200	154	179	512	235	327	241	200	128	LT	LT	LT	LT	
1 MON. 1.00A 45 NBC CC														B	2.5	19	195	1007	418	134	481	146	237	227	222	483	216	338	286	202	113	41	LT	LT	LT	
1 TUE. 1.00A 56																																				
1 WED. 1.00A 58																																				
1 THU. 1.30A 55																																				
2 MON. 1.00A 58																																				
2 TUE. 1.00A 55																																				
2 W & TH 1.00A 56																																				
1.00 - 1.30														A	2.9	20	226	1009	363	115	438	151	194	150	172	557	256	358	261	208	137	LT	LT	LT	LT	
1.30 - 2.00														A	2.2	19	171	1018	380	123	480	158	210	164	193	527	247	334	234	204	140	LT	LT	LT	LT	
2.00 - 2.30														A	1.7	23	132	439	318	LT	318	LT	LT	69	288	121	106	106	LT	LT	LT	LT	LT	LT	LT	
TONIGHT SHOW														A	7.3	26	568	1377	655	246	713	238	403	385	361	571	224	340	279	237	173	81	42	12	9	
1 MTUWF 11.30P 60 NBC GV														B	7.4	24	576	1347	617	235	661	206	354	333	322	586	221	345	305	270	190	84	36	16	10	
1 THU. 12.00M 60																																				
2 M-F 11.30P 60																																				
11.30 - 12.00														A	8.3	26	646	1387	682	259	731	235	408	390	367	563	205	316	279	246	184	78	43	15	9	
12.00 - 12.30														A	6.7	27	521	1357	636	236	703	240	402	380	361	563	230	348	269	226	161	83	44	LT	LT	LT
12.30 - 1.00														A	4.5	26	350	1071	320	52	422	177	246	203	175	599	430	502	266	103	88	50	LT	LT	LT	LT
TUESDAY MOVIE-WEEK-PART 1														A	3.9	19	303	1380	546	242	552	238	436	358	297	799	337	627	571	413	103	29	16	LT	LT	LT
TUE. 12.00M 71 ABC FF														B	4.4	21	342	1287	492	194	556	255	393	310	274	642	312	452	335	267	150	84	30	LT	LT	LT
12.00 - 12.30														A	4.4	18	342	1401	559	254	559	233	424	354	304	805	346	644	570	412	109	37	15	LT	LT	LT
12.30 - 1.00														A	3.7	19	288	1389	542	247	542	240	442	358	288	823	354	650	608	421	97	24	24	LT	LT	LT
TUESDAY MOVIE-WEEK PART 2														A	2.8	19	218	1174	427	138	468	184	394	303	279	706	211	459	469	440	105	LT	LT	LT	LT	LT
CONT'D																																				



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64			55+									
LATE FRINGE CONT'D																																				
TUESDAY MOVIE WEEK-CONT'D																																				
1	TUE.	1.11A	20	ABC	FF	95	95	B	3.8	27	296	1157	474	194	544	247	389	293	261	103	544	238	383	302	267	129	65	33	LT	LT						
2	TUE.	1.11A	18																																	
WINGS IN SPACE-THU(S)																																				
1	THU.	11.41P	32	CBS	N	178	95	A	5.4	20	420	1386	660	255	698	357	474	310	243	169	665	311	467	436	246	155	14	LT	LT	LT						
WINGS IN SPACE-11.30PM(S)																																				
2	TUE.	11.30P	32	CBS	N	182	96	A	8.2	26	638	1585	568	404	739	269	510	477	382	172	746	314	423	459	391	160	70	10	30	30						
		11.30 - 12.00						A	8.3	26	646	1590	563	412	731	261	502	472	380	173	757	316	428	468	398	162	71	10	31	31						
WEEKDAY DAYTIME																																				
ABC AFTERSCHOOL SPECIAL(S)																																				
2	WED.	4.30P	60	ABC	FV	200	96	A	6.7	20	521	1344	385	186	532	286	352	192	166	156	334	170	202	143	80	111	210	173	268	150						
		4.30 - 5.00						A	6.0	20	467	1298	373	172	520	289	357	181	159	154	309	141	167	135	86	122	223	176	246	150						
		5.00 - 5.30						A	7.5	21	584	1346	384	191	528	278	338	197	168	153	339	187	222	147	71	95	198	167	281	146						
ABC DAYTIME NEWSBRIEF-M-F																																				
1	M-F	1.57P	2	ABC	N	138	178	A	7.2	28	560	1257	775	211	904	464	693	508	334	173	198	90	149	127	91	29	88	82	67	37						
2	MWTHF	1.57P	2			93	93	B	8.6	30	669	1327	824	202	925	492	707	545	335	164	213	100	158	111	85	49	99	79	90	33						
ABC SPECIAL REPORT-6.56AM(S)																																				
2	MON.	6.56A	34	ABC	N	160	85	A	1.6	19	124	992	492	49	492	298	298	113	89	194	452	LT	LT	194	291	258	LT	LT	48	LT						
		7.00 - 7.30						A	1.7	19	132	962	484	46	484	303	303	106	83	181	440	LT	LT	190	288	250	LT	LT	38	LT						
ABC SPECIAL REPORT-5.46PM(S)																																				
2	MON.	5.46P	6	ABC	N	177	93	A	9.6	24	747	1379	694	232	741	355	435	368	265	237	473	173	227	172	233	198	23	23	142	91						
ALICE-M-F																																				
	M-F	10.30A	30	CBS	CS	128	163	A	5.6	28	436	1372	522	146	646	280	399	277	215	209	280	110	156	140	101	102	134	90	312	152						
						91	89	B	6.0	29	467	1462	655	165	759	334	481	364	294	232	290	114	155	120	119	117	117	63	296	124						
ALL MY CHILDREN																																				
1	M-F	1.00P	60	ABC	DD	137	197	A	7.7	30	599	1249	797	232	910	466	678	501	331	188	191	88	136	106	82	35	87	78	61	31						
2	MON.	1.00P	7			99	99	B	9.1	33	708	1344	834	216	930	486	708	545	344	167	214	99	153	113	85	51	104	84	96	33						
		& 1.22P	38																																	
2	W-F	1.00P	60																																	
		1.00 - 1.30						A	7.4	29	576	1226	792	236	902	466	674	496	330	182	185	76	125	95	82	42	83	74	56	24						
		1.30 - 2.00						A	8.0	31	622	1251	787	224	903	459	671	496	326	192	198	95	145	116	85	32	87	81	63	32						
ANOTHER WORLD																																				
1	M-F	2.00P	60	NBC	DD	135	203	A	4.9	19	381	1184	784	199	916	270	444	391	428	420	183	49	80	47	76	103	64	53	21	14						
2	MWTHF	2.00P	60			98	98	B	5.1	18	397	1204	783	187	879	279	459	424	370	361	217	46	64	48	81	140	50	39	58	28						
		2.00 - 2.30						A	5.0	20	389	1136	761	190	883	252	419	378	422	409	185	46	83	53	78	102	55	48	13	LT						
		2.30 - 3.00						A	4.9	19	381	1178	785	197	919	281	454	390	417	418	170	44	68	34	75	102	62	52	27	18						
AS THE WORLD TURNS																																				
1	M-F	2.00P	60	CBS	DD	134	193	A	7.6	29	591	1284	783	167	945	196	423	401	453	456	224	42	73	55	85	149	60	47	55	28						
2	MWTHF	2.00P	60			99	99	B	8.0	28	622	1293	834	158	956	210	425	433	457	437	223	51	81	69	85	132	50	41	64	24						
		2.00 - 2.30						A	7.5	29	584	1265	768	165	931	186	414	396	455	452	221	39	69	54	82	150	54	41	59	27						
		2.30 - 3.00						A	7.7	29	599	1290	797	165	958	205	433	408	455	458	224	43	73	58	85	146	65	53	43	21						
BLOCKBUSTERS																																				
	M-F	10.30A	30	NBC	QG	117	145	A	3.8	19	296	1375	858	172	902	176	385	357	443	480	395	116	153	137	128	237	LT	LT	75	50						
						83	83	B	3.6	17	280	1424	808	105	881	213	343	316	334	478	401	92	145	152	167	226	41	LT	101	56						
CAPTAIN KANGAROO CONT'D																																				
						131	176	A	3.6	17	280	1279	257	50	285	110	167	161	157	78	121	51	79	79	70	24	61	29	812	150						

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11				
																WOMEN		MEN																				
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	
WEEKDAY DAYTIME CONT'D																																						
CAPTAIN KANGAROO-CONT'D																																						
1 M-TH 8.00A 60 CBS C 98 98 B 2.9 14 226 1361 362 85 389 194 265 202 142 99 133 46 75 73 70 46 47 24 792 156																																						
2 M-F 8.00A 60 8.00 - 8.30 A 3.4 16 265 1257 264 56 290 109 162 170 166 79 113 41 64 75 72 27 54 27 800 155																																						
8.30 - 9.00 A 3.8 18 296 1257 248 40 272 104 164 152 148 76 112 48 75 70 64 24 65 31 808 135																																						
CAPTAIN KANGAROO-FRI(B)																																						
1 FRI. 8.00A 60 CBS C 105 45 A 1.1 4 86 1419 187 LT 256 81 198 117 175 58 454 LT LT 279 232 175 LT LT 709 LT																																						
8.00 - 8.30 A 1.1 4 86 1326 163 LT 244 81 221 140 163 LT 477 LT LT 303 303 174 LT LT 605 LT																																						
8.30 - 9.00 A 1.0 4 78 1590 193 LT 244 64 153 89 180 91 448 102 102 268 166 180 LT LT 898 LT																																						
CARD SHARKS-TUE(B)																																						
2 TUE. 4.00P 30 NBC QG 71 35 A 1.5 5 117 1231 68 52 710 85 179 188 128 497 418 119 119 LT LT 299 LT LT 103 60																																						
CARD SHARKS																																						
1 M-F 12.00N 30 NBC QG 136 138 137 A 2.9 13 226 1323 819 160 842 151 364 336 421 434 300 30 60 71 155 226 97 48 84 67																																						
2 M-THF 12.00N 30 B 3.1 12 241 1342 802 160 844 177 350 336 364 443 323 59 104 98 149 202 72 37 103 57																																						
CBS LIBRARY(S)																																						
1 TUE. 4.00P 60 CBS CL 166 90 A 6.0 21 467 1985 596 134 780 276 480 357 286 276 313 107 212 139 137 93 124 58 768 367																																						
4.00 - 4.30 A 6.0 22 467 1966 670 152 835 269 511 395 332 301 346 171 255 139 116 85 82 56 703 351																																						
4.30 - 5.00 A 6.0 20 467 1983 519 112 722 280 446 313 238 254 278 42 163 132 154 104 157 58 826 380																																						
COLUMBIA:SHUTTLE BEGINS 2(S)																																						
1 FRI. 6.00A 60 NBC N 99 A 2.0 26 156 1006 461 32 461 32 193 193 224 268 379 160 160 63 129 219 LT LT 166 122																																						
6.00 - 6.30 A 5.3 29 412 1655 581 143 581 65 262 293 394 254 526 208 258 149 210 245 206 LT 342 211																																						
6.30 - 7.00 A 8.7 25 677 1377 784 186 829 128 328 318 396 478 478 81 151 151 185 294 35 25 35 30																																						
COLUMBIA:SHUTTLE LANDING(S)																																						
2 TUE. 12.00N 240 NBC N 203 99 A 7.7 25 599 1272 782 103 830 102 285 272 401 528 442 98 165 156 172 287 LT LT LT LT																																						
12.00 - 12.30 A 9.5 28 739 1369 829 74 867 172 347 305 360 508 456 84 141 149 195 290 LT LT 46 34																																						
12.30 - 1.00 A 11.1 29 864 1427 815 172 861 177 361 343 383 470 501 74 126 134 201 341 50 50 15 11																																						
1.00 - 1.30 A 10.0 26 778 1460 869 252 927 169 409 389 440 483 464 63 128 128 193 305 40 40 29 21																																						
1.30 - 2.00 A 9.1 25 708 1418 851 246 917 144 360 363 410 525 438 40 138 141 171 271 32 32 31 21																																						
2.00 - 2.30 A 7.9 24 615 1354 755 273 800 100 333 340 435 435 464 54 146 155 209 283 55 36 35 35																																						
2.30 - 3.00 A 7.4 23 576 1240 628 176 647 50 219 235 355 412 517 116 167 169 166 297 32 LT 44 44																																						
3.00 - 3.30 A 7.2 23 560 1339 639 164 660 48 230 239 353 421 505 134 202 181 135 249 70 29 104 89																																						
3.30 - 4.00																																						
DAYS OF OUR LIVES																																						
1 M-F 1.00P 60 NBC DD 136 206 204 A 5.7 22 443 1221 830 157 927 275 415 359 388 464 207 29 74 70 99 117 64 43 23 14																																						
2 MON. 1.00P 8 B 5.7 21 443 1291 845 159 926 287 456 395 370 422 268 48 76 65 106 175 48 30 49 21																																						
& 1.16P 44																																						
2 W-F 1.00P 60																																						
1.00 - 1.30 A 5.6 22 436 1234 836 159 935 286 419 353 379 470 208 27 75 73 98 117 68 44 23 12																																						
1.30 - 2.00 A 5.7 22 443 1212 834 157 932 268 417 367 402 468 203 29 70 66 100 116 61 43 16 12																																						
DOCTORS																																						
1 M-F 12.30P 30 NBC DD 135 186 185 A 4.0 17 311 1238 913 135 929 277 402 364 405 453 196 25 61 49 119 135 62 48 51 29																																						
2 M-THF 12.30P 30 B 3.8 15 296 1253 821 178 875 264 425 390 359 392 262 55 75 65 132 168 59 43 57 30																																						
EDGE OF NIGHT																																						
1 M-TH 4.00P 30 ABC DD 128 156 154 A 4.2 15 327 1315 745 238 850 339 563 507 374 236 208 81 109 85 71 86 129 116 128 112 128 101																																						
2 M-F 4.00P 30 B 5.0 15 389 1396 752 241 846 367 557 465 338 223 288 122 163 115 108 115 128 112 134 73																																						



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
EDGE OF NIGHT -FRI(B)																																	
1	FRI.	4.00P	30	ABC	DD	134	66	A	3.5	12	272	1213	856^268^	985	408^	618^	603^	394^	268^	67^	LT	LT	67^	67^	LT	77^	51^	84^	30^				
FAMILY FEUD						137	186	187	A	5.5	24	428	1217	609	206	696	271	393	273	326	269	330	132^	169	135^	84^	150	88^	70^	103^	57^		
1	M-F	12.00N	30	ABC	QP	93	92	B	6.4	25	498	1367	740	172	825	338	498	406	355	266	313	117	164	134	122	133	86	63	143	65			
2	MWTHF	12.00N	30																														
GENERAL HOSPITAL						132	200	199	A	9.7	35	755	1281	746	159	864	448	641	490	319	173	135	71^	90	58^	41^	36^	161	147	121	89		
1	M-F	3.00P	60	ABC	DD	99	99	B	11.4	37	887	1367	764	178	855	453	624	463	301	176	200	91	121	78	64	71	169	139	143	87			
2	MWTHF	3.00P	60																														
		3.00 - 3.30						A	9.4	35	731	1264	744	146	865	456	644	489	312	170	136	71^	91	54^	39^	37^	159	145	104	73^			
		3.30 - 4.00						A	10.0	34	778	1285	742	168	857	438	636	488	323	172	132	69^	90	61^	41^	33^	164	148	132	101			
GOOD MORNING, AMERICA-730						138	202	202	A	4.9	26	381	1273	748	278	753	212	380	393	394	281	389	121^	166	166	173	162	39^	LT	92^	71^		
1	M-TH	7.30A	30	ABC	N	99	99	B	5.0	27	389	1334	727	239	776	224	404	401	392	284	396	119	177	159	169	177	57	14	105	66			
2	M-F	7.30A	30																														
GOOD MORNING, AMERICA-830						139	198	201	A	5.6	26	436	1186	712	177	730	198	319	332	369	342	328	78^	145	160	170	147	38^	11^	90^	73^		
1	M-TH	8.30A	30	ABC	N	97	98	B	6.0	28	467	1212	753	190	787	221	368	382	384	339	342	92	141	142	150	168	24	11	59	27			
1	FRI.	8.32A	28																														
2	M-F	8.30A	30																														
GUIDING LIGHT						134	195	193	A	7.5	27	584	1313	851	175	969	238	457	434	443	435	236	51^	80^	62^	97^	145	70^	53^	38^	21^		
1	M-F	3.00P	60	CBS	DD	99	99	B	8.2	26	638	1334	813	173	933	221	422	424	452	420	232	60	93	77	93	127	84	69	85	42			
2 MWTHF 3.00P 60																																	
2	TUE.	3.00P	37																														
		3.49P	11																														
		3.00 - 3.30						A	7.5	27	584	1307	851	174	964	231	448	431	440	439	230	44^	72^	58^	95^	148	72^	57^	41^	20^			
		3.30 - 4.00						A	7.5	26	584	1315	852	173	975	243	466	435	449	433	237	60^	91^	64^	96^	138	67^	49^	36^	22^			
JEFFERSONS M-F						128	153	156	A	5.1	25	397	1388	561	157	649	281	427	328	262	164	276	136^	166	136^	83^	90^	122^	82^	341	162		
1	M-TH	10.00A	30	CBS	CS	89	88	B	5.2	25	405	1453	649	185	727	327	484	376	283	195	281	120	165	140	124	95	121	60	324	140			
1	FRI.	10.10A	20																														
2	M-F	10.00A	30																														
LANDING-THE SPACE SHUTTLE(S)						198			A	9.3	27	724	1385	744	254^	811	316^	493	426	358	261^	464	104^	210^	212^	217^	224^	69^	43^	41^	27^		
2	TUE.	12.00N	240	ABC	N	97																											
		12.00 - 12.30						A	7.0	23	545	1272	622	202^	723	312^	431^	377^	245^	220^	413^	123^	177^	171^	200^	198^	46^	46^	90^	30^			
		12.30 - 1.00						A	9.3	27	724	1315	743	279^	811	313^	516	459	332	224^	440	139^	207^	209^	184^	205^	LT	LT	64^	LT			
		1.00 - 1.30						A	11.2	29	871	1451	826	301	887	341	588	487	405	250^	490	116^	216^	218^	221^	253^	74^	38^	LT	LT			
		1.30 - 2.00						A	10.9	29	848	1532	789	293	870	305	524	446	417	298	531	86^	266^	274^	288	242^	99^	63^	32^	32^			
		2.00 - 2.30						A	10.4	29	809	1492	778	260^	854	315	515	436	394	284^	515	69^	199^	188^	276^	286^	83^	69^	40^	40^			
		2.30 - 3.00						A	9.1	28	708	1332	746	230^	814	313^	474	435	361	274^	474	100^	205^	220^	221^	230^	19^	19^	25^	25^			
		3.00 - 3.30						A	8.2	26	638	1303	701	210^	743	328^	440	370^	309^	254^	389	88^	196^	199^	167^	163^	114^	63^	57^	57^			
		3.30 - 4.00						A	8.0	25	622	1323	685	227^	734	300^	413	366^	349^	273^	412	126^	204^	204^	146^	180^	122^	55^	55^	55^			
LAS VEGAS GAMBIT						116	137	136	A	3.1	15	241	1315	739	141^	805	154^	324	287	364	460	354	63^	104^	113^	133^	241^	53^	37^	103^	67^		
1	M-TH	10.00A	30	NBC	QG	76	75	B	3.2	15	249	1458	819	142	891	211	367	327	350	468	422	91	150	159	180	240	41	LT	104	51			
2	M-F	10.00A	30																														
LOVE BOAT DAYTIME						139	194	192	A	5.1	24	397	1272	572	181	630	269	418	341	282	154	270	169	200	120^	65^	53^	158	121^	214	119^		
M-F		11.00A	60	ABC	CS	98	98	B	5.7	25	443	1369	668	185	731	356	511	393	278	180	263	142	181	112	89	66	139	96	236	109			
		11.00 - 11.30						A	4.8	24	373	1231	557	177	605	246	402	341	284	144^	260	162	194	116^	59^	53^	151^	113^	215	129^			
		11.30 - 12.00						A	5.5	25	428	1262	573	180	629	280	418	332	272	154	258	167	195	117^	63^	47^	165	124^	210	108^			





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17) TOTAL FEM.					CHILDREN (2-11) TOTAL 6-11								
																				TOTAL 18-34 18-49 25-54 35-64 55+					TOTAL 18-34 18-49 25-54 35-64 55+															
WEEKDAY DAYTIME CONT'D																																								
SPEC RPT SHUTTLE-6.00AM(S) 183														A		7.1 37		552		1397		545 217		545 149 295 287 315 209					591 229 365 323 271 172					94 21					167 142	
1 FRI. 6.00A 125 ABC N 99														A		3.5 45		272		1566		658 331		658 91 411 478 461 180					625 191 368 331 335 180					77 LT					206 155	
6.00 - 6.30														A		7.0 39		545		1404		553 283		553 184 352 316 332 161					599 191 331 337 314 191					133 40					119 94	
6.30 - 7.00														A		8.5 35		661		1421		564 244		564 196 327 253 298 205					599 246 388 353 275 148					94 29					164 133	
7.00 - 7.30														A		9.1 34		708		1328		473 109		473 105 189 221 254 252					590 267 380 295 222 183					69 12					196 183	
7.30 - 8.00														A		6.3 28		490		1196		692 130		699 154 312 347 452 308					336 107 228 188 165 102					108 82					53 3	
SPEC RPT SHUTTLE-9.00AM(S) 187														A		7.5 32		584		1351		701 83		715 202 365 386 455 259					360 153 261 223 142 99					147 107					129 117	
1 FRI. 9.00A 112 ABC N 99														A		6.6 29		513		1240		710 96		710 158 324 376 457 299					349 75 216 215 202 110					163 123					187 LT	
9.00 - 9.30														A		5.5 25		428		1093		701 169		701 138 294 310 491 337					317 79 217 180 170 100					56 56					19 LT	
9.30 - 10.00														A		5.3 26		412		944		648 229		648 85 211 271 371 377					281 114 187 73 132 94					LT LT					15 LT	
10.00 - 10.30														A		4.2 15		327		1254		756 180		857 230 419 385 403 393					236 59 110 68 100 122					103 43					58 46	
10.30 - 11.00														B		4.7 15		366		1262		759 189		849 252 441 406 371 351					241 58 85 61 96 143					74 55					98 60	
TEXAS 136 192 193														A		4.0 15		311		1251		770 180		880 233 436 391 438 399					225 57 109 62 97 116					114 36					32 30	
1 M-F 3.00P 60 NBC DD 93 93														A		4.4 15		342		1234		736 172		830 222 401 376 371 386					235 56 105 68 100 124					91 44					78 59	
2 MWTHF 3.00P 60														A		5.2 26		405		1360		703 202		756 156 326 289 376 402					503 101 167 167 197 314					29 14					72 54	
3.00 - 3.30														B		5.1 27		397		1371		756 175		790 169 321 281 389 428					503 89 164 171 231 306					24 LT					54 3	
3.30 - 4.00														A		5.9 27		459		1242		739 113		743 105 272 277 363 442					438 97 166 144 210 258					11 LT					50 39	
TODAY SHOW-7.30AM 140 213 215														A		5.2 26		405		1360		703 202		756 156 326 289 376 402					503 101 167 167 197 314					29 14					72 54	
M-F 7.30A 30 NBC N 99 99														B		5.1 27		397		1371		756 175		790 169 321 281 389 428					503 89 164 171 231 306					24 LT					54 3	
TODAY SHOW-8.30AM 139 210 212														A		5.9 27		459		1242		739 113		743 105 272 277 363 442					438 97 166 144 210 258					11 LT					50 39	
														B		6.0 29		467		1290		759 143		790 145 288 266 376 454					446 76 140 139 209 276					13 LT					41 27	
TODAY SHOW-9.30AM-FRI SPE(S) 196														A		7.1 31		552		1650		883 53		883 144 322 352 516 496					639 206 296 229 255 309					LT LT					128 113	
1 FRI. 9.30A 30 NBC N 98														B		4.8 24		373		1268		811 160		857 211 397 359 414 405					327 76 115 120 128 188					LT LT					73 35	
WHEEL OF FORTUNE 137 188 189														A		4.7 22		366		1280		772 122		823 191 356 360 376 393					339 73 105 126 138 196					44 21					74 33	
M-F 11.00A 30 NBC QG 94 94														A		5.0 21		389		1447		687 257		774 159 318 362 330 386					458 82 168 146 251 267					53 15					162 75	
WINGS IN SPACE-FRI(S) 179														A		4.2 23		327		1544		691 236		825 173 345 410 237 415					483 59 137 156 256 327					LT LT					236 135	
1 FRI. 6.30A 150 CBS N 98														A		6.1 25		475		1638		754 412		834 184 388 408 381 391					481 80 146 118 274 327					102 33					221 114	
6.30 - 7.00														A		5.4 20		420		1448		758 279		820 173 348 383 395 385					484 86 203 170 281 251					75 35					69 LT	
7.00 - 7.30														A		5.2 19		405		1257		546 153		639 124 242 297 281 333					438 97 182 174 246 215					20 LT					160 91	
7.30 - 8.00														A		4.3 17		335		1257		609 147		687 129 220 271 291 395					397 91 173 123 180 200					48 LT					125 38	
8.00 - 8.30														A		10.7 31		832		1347		673 185		774 197 361 413 389 340					434 89 105 123 185 268					52 37					87 22	
8.30 - 9.00														A		8.1 27		630		1295		638 291		755 179 357 354 401 354					458 75 106 156 246 278					55 55					27 27	
WINGS IN SPACE-12N(S) 190 99														A		9.7 29		755		1352		597 182		749 220 365 384 383 331					506 139 176 177 202 263					29 29					68 24	
2 TUE. 12.00N 180 CBS N														A		12.2 31		949		1368		649 200		749 212 370 409 378 316					432 100 121 128 190 252					48 22					139 27	
12.00 - 12.30														A		11.4 30		887		1356		683 153		776 218 358 395 369 346					416 63 70 110 186 279					29 29					135 25	
1.00 - 1.30														A		12.0 33		934		1364		722 146		798 204 371 467 388 331					428 91 101 113 169 269					66 35					72 17	
1.30 - 2.00														A		10.6 32		825		1328		737 163		815 142 341 440 417 375					375 59 59 69 130 271					87 58					51 15	
2.00 - 2.30														A		7.4 29		576		1295		751 195		922 303 513 427 388 364					212 76 102 94 74 98					63 50					98 40	
2.30 - 3.00														B		7.8 29		607		1273		788 153		913 291 475 426 400 371					202 61 86 75 80 99					49 40					109 33	
YOUNG AND THE RESTLESS 135 197 197																																								
1 M-F 1.00P 60 CBS DD 99 99																																								
2 MON. 1.00P 8																																								
& 1.15P 45																																								
2 W-F 1.00P 60																																								
CONT'D																																								

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

44

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION													
PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
T/C THIS SEASON										TEENS (12-17)													
NO. OF STATIONS & PROGRAM COVERAGE										CHILDREN (2-11)													
HOUSEHOLD AUDIENCES										TOTAL													
K E Y										TOTAL													
AUG. SHARE %										TOTAL													
AUG. AUD. (0,000)										TOTAL													
PERSONS OF (2+)										TOTAL													
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)													AUDIENCE COMPOSITION												
PROGRAM NAME WK # DAY START TIME DUR NET TYPE T/C THIS SEASON NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												
													HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN	
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11	
																AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					MEN						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL	LADY	WORK-ING	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+			
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1 SUN. 1.00P 150 CBS SE 3 190 184 A 9.8 32 762 1580 342 118^ 354 91^ 194 202 188 119^ 1006 491 733 523 409 237 135^ 23^ 85^ 63^																																			
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NBA PLAYOFF-GM.2																																			
2 SUN. 3.41P 143 CBS SE 2 183 A 8.3 24 646 1861 462 195^ 490 181^ 283^279^ 217^151^ 996 473 732 609 413 214^ 221^ LT 154^ 147^																																			
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5.30 - 6.00 A 8.1 23 630 2157 562 291^ 576 264^ 378 356^ 228^140^ 1117 546 858 733 457 194^ 242^ LT 222^ 222^																																			
A 8.8 23 685 1872 542 237^ 583 291^ 360 322^ 209^158^ 964 425 721 650 459 181^ 166^ LT 159^ 159^																																			
NBC MAJOR LEAGUE PRE GAME																																			
1 SAT. 2.30P 15 NBC SC 2 202 212 A 4.9 20 381 1344 292^ 21^ 310^ 43^ 109^119^ 128^170^ 748 297^ 454 315^ 281^275^ 141^ 57^ 145^ 57^																																			
2 SAT. 1.30P 18 B 4.9 20 381 1344 292 21 310 43 109 119 128 170 748 297 454 315 281 275 141 57 145 57																																			
NBC MAJOR LEAGUE GAME																																			
1 SAT. 2.45P 138 NBC SE 2 202 212 A 6.7 23 521 1278 372 100^ 395 120^ 193^150^ 133^192^ 747 260 402 308 287 319 66^ 20^ 70^ 37^																																			
2 SAT. 1.48P 199 B 6.7 23 521 1278 372 100 395 120 193 150 133 192 747 260 402 308 287 319 66 20 70 37																																			
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SCHOOLHOUSE ROCK-10.56AM																																			
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SCHOOLHOUSE ROCK-11.55AM																																			
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

56

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REP. 0

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 6, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		20,540 26.4				27,390 35.2				MASADA PART II																																							
ABC TV		THAT'S INCREDIBLE (OP)																																															
AVERAGE AUDIENCE (Households (000) & %)		14,940 19.2				19,920 25.6				26.3*																																							
SHARE OF AUDIENCE %		29				40				39*																																							
AVG. AUD. BY ¼ HR. %		15.6				23.9				26.4																																							
TOTAL AUDIENCE (Households (000) & %)		22,950 29.5				19,220 24.7				15,170 19.5																																							
CBS TV		PRIVATE BENJAMIN				TWO OF US (OP)				M*A*S*H				HOUSE CALLS				LOU GRANT																															
AVERAGE AUDIENCE (Households (000) & %)		20,070 25.8				17,660 22.7				17,040 21.9				14,390 18.5				12,060 15.5																															
SHARE OF AUDIENCE %		39				33				32				27				26																															
AVG. AUD. BY ¼ HR. %		25.1				26.5				22.6				21.5				22.3				18.7				18.3				15.4				15.5				15.7				15.4							
TOTAL AUDIENCE (Households (000) & %)		15,170 19.5				17,270 22.2				NBC MONDAY NIGHT MOVIES THE SACKETTS, PART 2(R)(OP)																																							
ABC TV		LITTLE HOUSE-PRAIRIE (R)(OP)																																															
AVERAGE AUDIENCE (Households (000) & %)		11,440 14.7				12,210 15.7				16.0*				16.0*				15.5*				15.4*																											
SHARE OF AUDIENCE %		22				24				23*				24*				25*				26*																											
AVG. AUD. BY ¼ HR. %		14.9				14.0				14.8				15.1				15.7				16.3				16.3				15.7				15.4				15.5				15.3				15.5			
TOTAL AUDIENCE (Households (000) & %)		19,450 25.0				16,180 20.8				14,860 19.1																																							
ABC TV		THAT'S INCREDIBLE												DYNASTY (OP)				SOAP																															
AVERAGE AUDIENCE (Households (000) & %)		14,160 18.2				12,680 16.3				16.0*				16.7*				15.0				15.3*				14.7*																							
SHARE OF AUDIENCE %		28				25				24*				26*				26				26*				26*																							
AVG. AUD. BY ¼ HR. %		16.4				17.2				19.3				19.9				16.1				16.0				16.3				17.0				15.2				15.4				15.0				14.4			
TOTAL AUDIENCE (Households (000) & %)		19,610 25.2				18,210 23.4				22,560 29.0				17,970 23.1				17,820 22.9				LOU GRANT																											
CBS TV		PRIVATE BENJAMIN				TWO OF US (OP)				M*A*S*H				HOUSE CALLS				LOU GRANT																															
AVERAGE AUDIENCE (Households (000) & %)		17,120 22.0				16,260 20.9				19,840 25.5				16,420 21.1				14,700 18.9				18.6*				19.2*																							
SHARE OF AUDIENCE %		35				32				38				33				33				31*				34*																							
AVG. AUD. BY ¼ HR. %		21.0				22.9				20.9				20.9				24.6				26.3				21.2				21.0				18.3				18.9				19.0				19.3			
TOTAL AUDIENCE (Households (000) & %)		16,030 20.6				19,760 25.4				16,180 20.8																																							
NBC TV		LITTLE HOUSE-PRAIRIE (R)(OP)				BOB HOPE'S SPRING FLING (SUB-OP)				GEORGE BURNS IN NASHVILLE (R)																																							
AVERAGE AUDIENCE (Households (000) & %)		10,810 13.9				14,160 18.2				17.9*				18.4*				15.8				16.2*				15.3*																							
SHARE OF AUDIENCE %		22				23*				28				27*				29*				27				27*				27*																			
AVG. AUD. BY ¼ HR. %		12.5				12.8				14.4				15.8				18.0				17.8				19.5				17.4				16.8				15.7				15.5				15.1			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.6	61.0	61.1	62.5	65.3	67.5	67.3	68.4	68.4	69.3	68.1	66.9	63.0	61.3	60.0	57.7																															
		WK. 2	55.0	57.0	57.5	60.0	62.2	64.3	65.1	66.1	66.7	67.1	65.3	63.6	60.0	58.3	56.7	54.9																															

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE. MON. APR. 13, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.7, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 7	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 8	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 9	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 10	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 11	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 12	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 13	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 14	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 15	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 16	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 17	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 18	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 19	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 20	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 21	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 22	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 23	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 24	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 25	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 26	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 27	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 28	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 29	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 30	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 31	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 32	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 33	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 34	TOTAL AUDIENCE (Households (000) & %)	{															

U.S. TV Households 77,800,000

For explanation of symbols, See page A.

EVE.TUE. APR.14, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR.8, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		18,830 24.2				27,230 35.0											
	ABC TV					GREATEST AMERICAN HERO (OP)				MASADA PART IV									
	AVERAGE AUDIENCE (Households (000) & %)	{		14,470 18.6				17.8*	19.3*		21,010 27.0		25.5*	27.0*		28.3*	27.4*		
	SHARE OF AUDIENCE %	{		29				28 *	29 *		42		38 *	40 *		45 *	46 *		
	AVG. AUD. BY ¼ HR. %	{		17.5				18.2	18.8	19.8	24.8	26.1	26.3	27.6	28.2	28.3	28.3	26.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		14,780 19.0				14,940 19.2											
	CBS TV					ENOS (OP)				CBS WEDNESDAY NIGHT MOVIE HARDNAT AND LEGS(R)									
	AVERAGE AUDIENCE (Households (000) & %)	{		11,590 14.9				14.2*	15.6*		9,100 11.7		12.0*	11.9*		11.8*	11.2*		
	SHARE OF AUDIENCE %	{		23				23 *	24 *		18		18 *	18 *		19 *	19 *		
	AVG. AUD. BY ¼ HR. %	{		13.8				14.5	15.9	15.2	11.9	12.1	12.2	11.7	12.1	11.6	11.5	10.9	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		19,220 24.7				19,290 24.8				15,480 19.9							
	NBC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)(OP)				QUINCY, M.E. (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{		15,170 19.5				19.0*	19.9*		16,030 20.6		20.5*	20.7*		15.3	15.1*	15.5*	
	SHARE OF AUDIENCE %	{		30				30 *	30 *		31		31 *	31 *		25	24 *	26 *	
	AVG. AUD. BY ¼ HR. %	{		18.3				19.8	20.1	19.8	20.2	20.9	21.1	20.3	15.1	15.1	15.6	15.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		18,130 23.3				15,790 20.3				15,090 19.4							
	ABC TV					GREATEST AMERICAN HERO				ALOHA PARADISE (OP)				VEGAS					
	AVERAGE AUDIENCE (Households (000) & %)	{		14,320 18.4				17.9*	18.8*		12,210 15.7		15.1*	16.3*		15.0	15.4*	14.7*	
	SHARE OF AUDIENCE %	{		30				30 *	30 *		26		24 *	27 *		28	28 *	29 *	
	AVG. AUD. BY ¼ HR. %	{		17.2				18.6	18.8	18.9	14.6	15.6	16.3	16.2	15.4	15.5	14.6	14.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		12,600 16.2				15,170 19.5											
	CBS TV					ENOS (OP)				CBS WEDNESDAY NIGHT MOVIE THE LAST TYCOON									
	AVERAGE AUDIENCE (Households (000) & %)	{		9,800 12.6				11.8*	13.4*		7,780 10.0		11.3*	10.6*		9.4*	8.9*		
	SHARE OF AUDIENCE %	{		21				20 *	22 *		17		18 *	17 *		17 *	17 *		
	AVG. AUD. BY ¼ HR. %	{		11.2				12.3	13.5	13.2	12.1	10.4	10.6	10.5	9.9	8.9	9.1	8.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		17,740 22.8				18,520 23.8				17,350 22.3		16,730 21.5					
	NBC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(BUS-OP)		QUINCY, M.E. (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{		14,080 18.1				17.3*	18.8*		16,570 21.3		20.0	15,560 20.0		17.2	17.3*	17.1*	
	SHARE OF AUDIENCE %	{		30				29 *	30 *		34		33	32		31 *	33 *		
	AVG. AUD. BY ¼ HR. %	{		16.7				17.8	18.7	19.0	20.9	21.7	20.3	19.8	17.5	17.1	17.1	17.1	
TV HOUSEHOLDS USING TV (See Def 1)		WK 1	55.3	57.2	58.1	59.7	62.0	63.7	65.3	66.2	66.0	67.1	67.4	67.9	64.1	62.7	61.3	57.7	
		WK 2	53.9	55.4	56.3	57.6	58.8	60.4	62.1	62.1	61.9	62.0	61.5	60.5	55.9	54.3	52.5	50.3	

TV HOUSEHOLDS USING TV		WK. 1	55.3	57.2	58.1	59.7	62.0	63.7	65.3	66.2	66.0	67.1	67.4	67.9	64.1	62.7	61.3	57.7
(See Def. 1)		WK. 2	53.9	55.4	56.3	57.6	58.8	60.4	62.1	62.1	61.9	62.0	61.5	60.5	55.9	54.3	52.5	50.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.WED. APR.15, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,440 14.7	12,680 16.3		14,860 19.1		13,690 17.6		17,890 23.0						
	ABC TV					BOSOM BUDDIES		MORK & MINDY		BARNEY MILLER		TAXI (OP)		20/20					
	AVERAGE AUDIENCE (Households (000) & %)					9,800 12.6		11,050 14.2		12,910 16.6		12,600 16.2		13,230 17.0					
	SHARE OF AUDIENCE %					21		23		27		26		30					
	AVG. AUD. BY ¼ HR. %					12.4	12.7	13.4	14.9	16.2	17.1	16.1	16.3	16.9	17.7	16.8	16.5		
E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,270 22.2	15,720 20.2		19,610 25.2				16,880 21.7						
	CBS TV					CHECKING IN		PARK PLACE (OP)		MAGNUM, P.I.				NURSE					
	AVERAGE AUDIENCE (Households (000) & %)					15,090 19.4		14,160 18.2		15,330 19.7		19.0*		13,300 17.1					
	SHARE OF AUDIENCE %					33		30		32		31 *		30					
	AVG. AUD. BY ¼ HR. %					18.7	20.1	18.6	17.9	18.4	19.6	20.2	20.6	16.5	16.8	17.7	17.3		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,020 19.3			18,360 23.6				NBC THURSDAY NIGHT MOVIES DIAL "H" FOR MURDER (5US-OP)						
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)													
	AVERAGE AUDIENCE (Households (000) & %)					11,050 14.2		13.6*		14.8*		14.5		14.1*					
	SHARE OF AUDIENCE %					24		23 *		24 *		24		23 *					
	AVG. AUD. BY ¼ HR. %					13.3	13.9	14.6	15.1	14.5	13.6	13.6	14.2	15.4	15.2	14.9	14.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,290 15.8	11,130 14.3		12,450 16.0		11,900 15.3		17,580 22.6						
	ABC TV					BOSOM BUDDIES (R)		MORK & MINDY		BARNEY MILLER (R)		TAXI (OP)		20/20					
	AVERAGE AUDIENCE (Households (000) & %)					10,040 12.9		9,800 12.6		10,580 13.6		10,580 13.6		13,620 17.5					
	SHARE OF AUDIENCE %					22		21		23		23		32					
	AVG. AUD. BY ¼ HR. %					12.6	13.1	12.1	13.0	13.3	13.9	13.3	13.8	17.1	17.4	18.2	17.3		
E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,390 18.5	12,990 16.7		20,070 25.8				16,260 20.9						
	CBS TV					CHECKING IN		PARK PLACE (OP)		MAGNUM, P.I.				NURSE					
	AVERAGE AUDIENCE (Households (000) & %)					12,210 15.7		11,670 15.0		15,870 20.4		19.8*		12,910 16.6					
	SHARE OF AUDIENCE %					27		25		34		33 *		21.1*					
	AVG. AUD. BY ¼ HR. %					15.1	16.2	14.8	15.3	19.1	20.4	21.1	21.1	16.7	16.5	16.7	16.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,210 15.7			13,150 16.9				NBC THURSDAY NIGHT MOVIES FAMILY PLOT(R)(OP)						
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)													
	AVERAGE AUDIENCE (Households (000) & %)					9,020 11.6		11.2*		12.0*		7,780 10.0		9.0*					
	SHARE OF AUDIENCE %					20		19 *		20 *		17		15 *					
	AVG. AUD. BY ¼ HR. %					11.0	11.4	11.9	12.1	8.9	9.1	9.9	9.9	10.7	10.8	10.2	10.2		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	53.2	54.2	54.9	57.6	58.1	59.6	60.4	61.8	61.0	61.8	62.0	62.3	60.2	58.3	56.1	53.9	
		WK. 2	51.5	53.0	55.3	56.5	56.9	58.4	59.1	59.8	59.5	59.9	60.6	60.0	57.4	55.4	53.1	51.7	

TV HOUSEHOLDS USING TV WK. 1	53.2	54.2	54.9	57.6	58.1	59.6	60.4	61.8	61.0	61.8	62.0	62.3	60.2	58.3	56.1	53.9
(See Def. 1) WK. 2	51.5	53.0	55.3	56.5	56.9	58.4	59.1	59.8	59.5	59.9	60.6	60.0	57.4	55.4	53.1	51.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,290 15.8		12,910 16.6		15,020 19.3							
	ABC TV						BENSON		I'M A BIG GIRL NOW (OP)					ABC FRIDAY NIGHT MOVIE CRAZY TIMES				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,810 13.9		11,440 14.7		7,620 9.8	11.4*		9.6*		9.1*		9.1*
	SHARE OF AUDIENCE %	{					25		26		17	19 *		16 *		16 *		17 *
	AVG. AUD. BY ¼ HR.	%					13.2	14.6	14.9	14.5	11.9	10.9	9.9	9.3	8.9	9.4	9.1	9.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,560 20.0				23,810 30.6				28,710 36.9			
	CBS TV						HERE-PETER COTTONTAIL (R)(OP)				DUKES OF HAZZARD				DALLAS			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,970 14.1	13.2*		15.0*	18,830 24.2	22.4*		26.1*	23,340 30.0	29.9*		30.1*
	SHARE OF AUDIENCE %	{					25	23 *	26 *	41	38 *		43 *	54	52 *	56 *		56 *
	AVG. AUD. BY ¼ HR.	%					13.2	13.1	14.6	15.5	21.2	23.5	25.2	26.9	29.6	30.2	30.6	29.5
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,460 17.3		11,900 15.3		12,450 16.0				8,710 11.2			
	NBC TV						HARPER VALLEY		BRADY BRIDES (OP)		HERO WOLFE (OP)				NBC MAGAZINE			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,980 15.4		10,430 13.4		9,730 12.5	11.9*		13.1*	6,150 7.9	8.3*		7.4*
	SHARE OF AUDIENCE %	{					27		23		21	20 *		22 *	14	15 *		14 *
	AVG. AUD. BY ¼ HR.	%					14.8	16.0	13.7	13.2	11.6	12.3	13.1	13.1	8.8	7.8	7.5	7.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,150 16.9				11,900 15.3							
	ABC TV						THOSE AMAZING ANIMALS(B) (OP)							ABC FRIDAY NIGHT MOVIE THE FIFTH MUSKETEER				
	AVERAGE AUDIENCE (Households (000) & %)	{					9,180 11.8	11.6*		12.1*	6,770 8.7	8.8*		7.9*		8.7*		9.5*
	SHARE OF AUDIENCE %	{					22	22 *		22 *	15	15 *		14 *		15 *		17 *
	AVG. AUD. BY ¼ HR.	%					11.6	11.6	12.0	12.2	9.2	8.3	8.0	7.9	8.4	8.9	9.2	9.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,950 20.5				23,570 30.3				27,390 35.2			
	CBS TV						INCREDIBLE HULK (OP)				DUKES OF HAZZARD (R)				DALLAS			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,510 14.8	13.1*		16.4*	19,610 25.2	24.1*		26.3*	24,350 31.3	31.1*		31.4*
	SHARE OF AUDIENCE %	{					27	25 *	29 *	43	42 *		45 *	56	55 *	57 *		57 *
	AVG. AUD. BY ¼ HR.	%					12.4	13.8	15.9	16.9	23.4	24.9	25.5	27.2	30.5	31.8	31.9	30.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,300 17.1		12,760 16.4		11,130 14.3				7,620 9.8			
	NBC TV						HARPER VALLEY (R)		BRADY BRIDES (OP)		HERO WOLFE (SUS-OP)				NBC MAGAZINE			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,750 15.1		11,130 14.3		9,260 11.9	11.6*		12.3*	5,130 6.6	7.1*		6.0*
	SHARE OF AUDIENCE %	{					28		26		20	20 *		21 *	12	13 *		11 *
	AVG. AUD. BY ¼ HR.	%					14.5	15.7	14.2	14.4	11.2	11.9	12.7	11.9	7.4	6.7	6.2	5.8
TV HOUSEHOLDS USING TV		WK. 1	48.6	51.3	52.7	54.3	55.8	57.4	57.1	57.4	58.0	59.7	60.1	60.4	57.4	56.9	54.9	53.4
(See Def. 1)		WK. 2	48.2	49.8	50.3	52.2	52.1	53.9	55.2	56.2	57.8	58.3	58.4	58.5	57.1	56.5	55.4	54.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.11, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,250 19.6					21,010 27.0					19,450 25.0		
	ABC TV					EIGHT IS ENOUGH				LOVE BOAT (R)(OP)				FANTASY ISLAND				
	AVERAGE AUDIENCE (Households (000) & %)					11,440 14.7	13.0*			17,350 22.3	21.6*			15,560 20.0	20.5*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					26 12.4	23* 13.6	15.6		39 21.2	38* 22.0	22.8		40* 23.3	39* 20.8	39* 20.1	39* 19.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					12,880 16.3	11,050 14.2				11,280 14.5				10,350 13.3			
	CBS TV					WKRP IN CINCINNATI				FLO (OP)				THAT'S MY LINE				
	AVERAGE AUDIENCE (Households (000) & %)					10,810 13.9	9,650 12.4		8,480 10.9		10.8*	11.0*		10.7	10.7*	10.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					25 13.8	21 13.9		19 12.5		19* 12.3	19* 10.8		21 10.7	20* 10.7	21* 10.6		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,050 23.2	13,930 17.9				11,670 15.0							
	NBC TV					BARBARA MANDRELL (R)(OP)				CRASH ISLAND (SUB-OP)				HILL STREET BLUES (R)				
	AVERAGE AUDIENCE (Households (000) & %)					13,380 17.2	17.0*	9,960 12.8		13.0*	12.6*		8,950 11.5	11.0*	12.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 16.4	31* 17.6	30* 17.4		22 13.5	23* 12.6	22* 12.8		22 10.8	21* 11.2	24* 12.1		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,470 18.6	17,820 22.9				16,960 21.8							
	ABC TV					EIGHT IS ENOUGH				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)				
	AVERAGE AUDIENCE (Households (000) & %)					10,740 13.8	12.8*	14,550 18.7		18.5*	19.0*		13,380 17.2	17.4*	17.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					26 12.4	25* 13.3	27* 14.4		34 18.4	34* 18.6	34* 18.8		32 19.1	32* 17.4	33* 17.2		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					9,180 11.8	9,570 12.3				17,350 22.3							
	CBS TV					WKRP IN CINCINNATI (R)				FLO (OP)				AFI-SALUTES FRED ASTAIRE				
	AVERAGE AUDIENCE (Households (000) & %)					8,320 10.7	8,480 10.9		10,890 14.0		13.1*	13.3*		14.6*	14.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					20 10.6	20 10.8		26 13.1		24* 13.1	24* 13.1		24* 13.6	27* 14.6	29* 14.6		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,870 20.4	14,000 18.0				12,140 15.6							
	NBC TV					BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (OP)				WALKING TALL				
	AVERAGE AUDIENCE (Households (000) & %)					12,450 16.0	15.4*	11,050 14.2		14.1*	14.4*		13.2	13.1*	13.4*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 15.0	30* 15.8	30* 16.6		26 14.0	26* 14.2	26* 14.4		25 13.0	24* 13.2	26* 13.4		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.8	49.7	51.9	53.4	54.6	56.5	57.6	58.2	57.1	58.0	58.3	58.0	53.6	51.8	50.8	50.2
		WK. 2	45.0	47.4	49.2	50.2	51.6	52.9	54.2	55.4	55.5	54.9	55.3	56.0	54.6	54.2	52.5	51.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. APR.18, 1981



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.11, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,310 9.4													
	ABC TV		ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{	7,240 9.3													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 9.3													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,980 15.4													
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	7,080 9.1	9.6*		9.2*		8.5*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 9.7	26 *		30 *		31 *								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,290 6.8													
	ABC TV		ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,130 6.6													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 6.6													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,360 14.6													
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	7,080 9.1	10.1*		9.0*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 10.1	29 *		32 *										

TV HOUSEHOLDS USING TV	WK. 1	48.5	44.7	39.2	34.9	31.9	30.1	28.0	25.8	23.6	21.3	18.3	16.6	14.9	13.2	11.0	9.5
(See Def. 1)	WK. 2	46.1	42.2	36.0	33.8	29.7	26.9	24.3	21.8	19.4	17.1	15.1	13.1	11.3	10.5	9.6	8.5

US TV Households: 77,800,000

For explanation of symbols, See page A

EVE.SAT. APR.18, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.12, 1981

EVE. SUN. APR. 12, 1981																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,210 15.7		{ 20,070 25.8		{ 23,960 30.8												
	ABC TV	THOSE AMAZING ANIMALS (R)		ALL STAR FAMILY FEUD (OP)		ABC SUNDAY NIGHT MOVIE CONVOY(R)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,870 11.4		{ 15,560 20.0		{ 14,940 19.2												
	SHARE OF AUDIENCE %	19	10.9*	11.9*	19*	18.3*	21.7*	19.3	21.9	18.4	18.8	19.3	19.2	20.6	20.3*	18.7*	33*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 25,050 32.2		{ 25,750 33.1		{ 17,350 22.3										{ 19.0 18.4		
	CBS TV	60 MINUTES		PETER AND PAUL-PART 1 (OP)		TRAPPER JOHN, M.D. (R)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 19,840 25.5		{ 16,340 21.0		{ 13,690 17.6												
	SHARE OF AUDIENCE %	42	24.6*	26.4*	42*	21.1*	20.3*	20.3	20.3	21.9	21.5*	20.9*	20.6	18.1	18.0*	17.2*	30*	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 15,640 20.1		{ 20,310 26.1		{ 14,320 18.4								{ 17.4 16.9				
	NBC TV	CHIPS (R)		BIG EVENT FUGITIVE FROM THE EMPIRE(OP)		HEAVEN ON EARTH												
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,890 14.0		{ 12,530 16.1		{ 11,440 14.7												
	SHARE OF AUDIENCE %	23	12.4*	15.6*	25*	16.4*	16.1*	16.0	16.1	16.4	16.1*	15.9*	16.1	15.2	15.0*	14.5*	26*	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 8,710 11.2		{ 28,160 36.2		{ 15,870 20.4										{ 15.0 15.0		
	ABC TV	OMNIBUS (OP)		ABC SUNDAY NIGHT MOVIE THE TEN COMMANDMENTS(R) (8:00-12:21AM) (SUSTAINING 12:21-12:31AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 6.4		{ 16,180 20.8		{ 14,630 18.8												
	SHARE OF AUDIENCE %	13	5.9*	7.0*	13*	16.7*	19.9*	15.0	20.1	21.4	21.2*	21.9*	22.1	22.6	22.6*	22.7*	41*	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 24,820 31.9		{ 13,300 17.1		{ 13,150 16.9		{ 16,800 21.6		{ 15,640 20.1		{ 15,090 19.4						
	CBS TV	60 MINUTES		ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 19,370 24.9		{ 11,510 14.8		{ 12,060 15.5		{ 14,630 18.8		{ 14,240 18.3		{ 11,980 15.4						
	SHARE OF AUDIENCE %	49	23.4*	26.4*	49*	15.0	15.0	16.0	17.9	19.6	18.3	18.3	15.9	15.5	15.2	15.0	27*	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 11,130 14.3		{ 14,700 18.9		{ 9,570 12.3										{ 12.6* 12.6		
	NBC TV	DISNEY'S WONDERFUL WORLD LEFTY(R)		CHIPS (R)(OP)		BIG EVENT CAPRICORN ONE(R)(SUS-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,080 9.1		{ 11,510 14.8		{ 9,570 12.3												
	SHARE OF AUDIENCE %	18	8.4*	9.8*	18*	14.4*	15.2*	15.4	15.4	13.4	12.8*	11.6*	11.5	12.4	12.3*	12.6*	23*	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	56.9	60.0	62.0	63.4	65.4	67.4	68.7	69.1	69.5	69.0	68.7	67.5	63.2	60.8	57.7	55.8
		WK. 2	47.1	49.7	52.3	54.5	54.8	57.6	59.4	61.2	61.1	60.8	60.0	59.8	57.6	56.9	56.1	54.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. APR.19, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.12, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 4,050 5.2															
	ABC TV	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.1															
	SHARE OF AUDIENCE %	11															
	AVG. AUD. BY ¼ HR. %	5.1															
E	TOTAL AUDIENCE (Households (000) & %)	{ 6,150 7.9															
	CBS TV	CBS SUNDAY NEWS-BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,990 7.7															
	SHARE OF AUDIENCE %	16															
	AVG. AUD. BY ¼ HR. %	7.7															
1	TOTAL AUDIENCE (Households (000) & %)	{ 3,810 4.9															
	NBC TV	NBC LATE NIGHT MOVIE COMEDY THEATER(R) (11:30-1:30AM) (SUSTAINING 1:15-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,870 2.4															
	SHARE OF AUDIENCE %	2.6*															
	AVG. AUD. BY ¼ HR. %	10															
W	TOTAL AUDIENCE (Households (000) & %)	{ 3,350 4.3															
	ABC TV	ABC SUNDAY NIGHT MOVIE THE TEN COMMANDMENTS(R) (8:00-12:30AM) (SUSTAINING 12:15-12:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,030 3.9															
	SHARE OF AUDIENCE %	22.5*															
	AVG. AUD. BY ¼ HR. %	48 *															
E	TOTAL AUDIENCE (Households (000) & %)	{ 5,130 6.6															
	CBS TV	CBS SUNDAY NEWS-BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,060 6.5															
	SHARE OF AUDIENCE %	13															
	AVG. AUD. BY ¼ HR. %	6.5															
2	TOTAL AUDIENCE (Households (000) & %)	{ 1,790 2.3															
	NBC TV	NBC LATE NIGHT MOVIE THE HERMITAGE (11:30-12:30AM) (SUSTAINING 12:30-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 780 1.0															
	SHARE OF AUDIENCE %	1.3*															
	AVG. AUD. BY ¼ HR. %	3															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.9	42.4	33.5	28.5	24.1	21.6	19.8	18.1	15.3	12.9	10.4	8.6	7.4	6.4	5.5
		WK. 2	49.3	44.7	38.6	34.0	29.8	26.6	19.4	15.8	12.6	11.2	9.4	8.3	7.3	6.1	4.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.SUN. APR.19, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 6-10, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
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U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 13-17, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 6-10, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)		5,060 6.5		4,980 6.4		4,750 6.1		7,700 9.9		8,170 10.5							
ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)						ONE LIFE TO LIVE (SUS-OP)			
AVERAGE AUDIENCE (Households (000) & %)		3,660 4.7		4,120 5.3		3,890 5.0		5,910 7.6		6,070 7.8		7.7*		8.0*		8.0*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 4.2		24 5.1		22 5.0		31 6.9		31 7.5		31*		31*		31*	
TOTAL AUDIENCE (Households (000) & %)		4,900 6.3		6,070 7.8		5,130 6.6		7,470 9.6		7,470 9.6							
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS							
AVERAGE AUDIENCE (Households (000) & %)		4,280 5.5		5,290 6.8		4,510 5.8		5,680 7.3		5,760 7.4		7.2*		7.6*		7.6*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		30 5.3		34 6.5		26 5.8		29 6.6		29 7.0		29*		29*		29*	
TOTAL AUDIENCE (Households (000) & %)		4,050 5.2		3,500 4.5		2,570 3.3		3,660 4.7		5,600 7.2		4,590 5.9					
NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD					
AVERAGE AUDIENCE (Households (000) & %)		3,420 4.4		3,030 3.9		2,180 2.8		3,110 4.0		4,360 5.6		3,580 4.6		4.6*		4.6*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 4.4		20 3.9		13 2.7		18 3.9		23 5.5		18 4.6		18*		18*	
TOTAL AUDIENCE (Households (000) & %)		6,220 8.0		5,370 6.9		5,370 6.9		8,250 10.6		7,860 10.1							
ABC TV		LOVE BOAT DAYTIME (SUS-OP)		FAMILY FEUD (MTWTF)(S)(OP)		RYAN'S HOPE (MTWTF)(S)(OP) (SUS-OP)		ALL MY CHILDREN (MTWTF)(S)(OP) (SUS-OP)		ONE LIFE TO LIVE (MTWTF)(S)(OP) (SUS-OP)							
AVERAGE AUDIENCE (Households (000) & %)		4,360 5.6		4,430 5.7		4,590 5.9		6,150 7.9		5,910 7.6		7.2*		7.9*		7.9*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 4.8		24 5.5		25 5.8		30 7.5		29 7.1		28*		28*		29*	
TOTAL AUDIENCE (Households (000) & %)		5,680 7.3		6,610 8.5		5,450 7.0		7,860 10.1		7,620 9.8							
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW (MTWTF)(S)(OP)		YOUNG AND THE RESTLESS (MTWTF)(S)(OP) (SUS-OP)		AS THE WORLD TURNS (MTWTF)(S)(OP)							
AVERAGE AUDIENCE (Households (000) & %)		4,620 6.2		5,910 7.6		4,820 6.2		5,840 7.5		6,150 7.9		7.9*		7.9*		7.9*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		29 6.0		33 7.5		26 6.1		29 7.4		30 7.6		30*		30*		29*	
TOTAL AUDIENCE (Households (000) & %)		4,670 6.0		3,970 5.1		2,800 3.6		3,810 4.9		5,760 7.4		5,210 6.7					
NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS (MTWTF)(S)(OP)		DOCTORS (MTWTF)(S)(OP)		DAYS OF OUR LIVES (MTWTF)(S)(OP) (SUS-OP)		ANOTHER WORLD (MTWTF)(S)(OP)					
AVERAGE AUDIENCE (Households (000) & %)		4,050 5.2		3,420 4.4		2,410 3.1		3,190 4.1		4,510 5.8		4,200 5.4		5.5*		5.2*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 5.1		19 4.3		13 3.0		17 4.1		22 5.8		20 5.6		21*		19*	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	18.4	18.9	19.3	20.6	22.5	23.5	22.3	22.9	23.9	25.0	24.7	25.3	24.9	25.5	25.8
		WK. 2	21.5	22.5	23.2	24.0	25.3	26.3	25.8	26.7	27.6	28.3	27.8	27.9	27.7	28.4	28.4

U.S. TV Households. 77,800,000

For explanation of symbols, See page A

DAY MON.-FRI. APR. 13-17, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 6-10, 1981

		TOTAL AUDIENCE (Households (000) & %)		{		10,110 13.0		GENERAL HOSPITAL (SUS-OP)		3,810 4.9		EDGE OF NIGHT (M-TH)(OP)				10,810 13.9		ABC WORLD NEWS TONIGHT																	
W E E K 1	ABC TV		AVERAGE AUDIENCE (Households (000) & %)		{		7,780 10.0		9.6*		10.3*		3,420 4.4				9,340 12.0																		
			SHARE OF AUDIENCE		{		36		36 *		36 *		15				23																		
			AVG. AUD. BY 1/4 HR.		{		9.2		10.0		10.3		4.4		4.3		11.7		12.3																
W E E K 2	CBS TV		AVERAGE AUDIENCE (Households (000) & %)		{		5,680 7.3		7.3*		7.4*		3,110 4.0				11,750 15.1		CBS EVENING NEWS- RATHER																
			SHARE OF AUDIENCE		{		26		27 *		26 *		14				10,500 13.5																		
			AVG. AUD. BY 1/4 HR.		{		7.3		7.3		7.4		3.6		4.4		26		13.6																
W E E K 3	NBC TV		AVERAGE AUDIENCE (Households (000) & %)		{		3,190 4.1		3.8*		4.2*						10,810 13.9		NBC NIGHTLY NEWS																
			SHARE OF AUDIENCE		{		15		14 *		15 *						9,570 12.3																		
			AVG. AUD. BY 1/4 HR.		{		3.8		3.9		4.0		4.4				24		12.7																
W E E K 4	ABC TV		AVERAGE AUDIENCE (Households (000) & %)		{		9,410 12.1		GENERAL HOSPITAL (M-TH)(S)(OP) (SUS-OP)		3,730 4.8		EDGE OF NIGHT		(S)(OP)		(S)(OP)		10,810 13.9																
			SHARE OF AUDIENCE		{		33		9.2*		9.6*		4.0				9,410 12.1		ABC WORLD NEWS TONIGHT																
			AVG. AUD. BY 1/4 HR.		{		8.9		9.5		9.9		4.0		4.0		24		12.2																
W E E K 5	CBS TV		AVERAGE AUDIENCE (Households (000) & %)		{		7,550 9.7		GUIDING LIGHT (OP)(SUS-OP)		(S)(OP)						11,670 15.0		CBS EVENING NEWS RATHER																
			SHARE OF AUDIENCE		{		27		7.6*		7.7*						10,190 13.1																		
			AVG. AUD. BY 1/4 HR.		{		7.6		7.7		7.8		7.6				26		13.0																
W E E K 6	NBC TV		AVERAGE AUDIENCE (Households (000) & %)		{		4,590 5.9		TEXAS (M-TH)(S)(OP)		(OP)(S)(OP)						10,190 13.1		NBC NIGHTLY NEWS																
			SHARE OF AUDIENCE		{		16		4.3*		4.6*						23																		
			AVG. AUD. BY 1/4 HR.		{		4.3		4.3		4.5		4.8				11.2		12.1																
TV HOUSEHOLDS USING TV WK. 1																				26.7	28.1	29.1	30.0	29.0	30.6	31.4	33.7	36.2	38.1	40.4	42.9	46.1	48.7	50.4	52.6
(See Def. 1) WK. 2																				27.8	29.1	29.8	29.9	28.5	30.0	31.3	33.4	35.1	37.6	39.5	42.5	45.9	48.4	50.0	51.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY MON.-FRI. APR. 13-17, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 11, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				4,430 5.7		5,910 7.6		7,390 9.5		8,010 10.3		8,480 10.9		5,990 7.7	
	ABC TV	{				GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		(1) (OP)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,580 4.6		4,820 6.2		6,150 7.9		6,850 8.8		7,080 9.1		6,070 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				28 4.2	5.1	30 5.5	6.8	36 7.6	8.2	38 8.7	8.8	39 9.2	9.1	33 7.9	7.8
K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,360 5.6		5,290 6.8		6,380 8.2		6,850 8.8		5,450 7.0		5,520 7.1	
	CBS TV	{				TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		(2) (OP)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,500 4.5		4,430 5.7		5,520 7.1		5,840 7.5		4,430 5.7		4,430 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				27 4.4	4.7	28 5.4	6.0	32 7.0	7.3	32 7.4	7.7	24 5.8	5.7	24 5.6	5.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,110 4.0		4,050 5.2		3,730 4.8		4,360 5.6		4,430 5.7		4,670 6.0	
	NBC TV	{				GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (10:30-10:40AM) (10:55-11:00AM) (OP)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,260 2.9		2,880 3.7		3,270 4.2		3,580 4.6		3,660 4.7		4,280 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				18 2.5	3.2	18 4.0	3.3	19 3.9	4.4	20 4.7	4.5	20 4.7	4.7	24 5.7	5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,050 5.2		5,600 7.2		7,240 9.3		6,850 8.8		7,940 10.2		5,910 7.6	
	ABC TV	{				GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,350 4.3		4,670 6.0		5,990 7.7		5,910 7.6		6,460 8.3		4,820 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				28 3.9	4.7	30 5.6	6.4	34 7.5	7.9	32 7.6	7.5	37 8.7	7.9	27 6.5	6.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,430 5.7		6,540 8.4		7,550 9.7		7,550 9.7		5,680 7.3		5,130 6.6	
	CBS TV	{				TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,270 4.2		5,450 7.0		6,220 8.0		6,070 7.8		4,750 6.1		4,360 5.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				25 3.5	5.0	33 6.4	7.6	35 7.9	8.1	33 8.0	7.6	27 6.1	6.0	24 5.4	5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,800 3.6		3,580 4.6		3,660 4.7		4,050 5.2		3,270 4.2		5,130 6.6	
	NBC TV	{				GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,330 3.0		2,720 3.5		3,190 4.1		3,270 4.2		2,880 3.7		4,200 5.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				20 2.7	3.2	18 3.7	3.4	18 4.0	4.3	18 4.4	3.9	16 3.5	3.8	24 5.1	5.7
TV HOUSEHOLDS USING TV WK. 1		7.4	9.3	10.7	13.5	15.7	18.0	19.7	21.5	21.6	22.5	22.8	23.7	23.3	23.4	23.8	24.1
(See Def. 1)		6.6	8.2	10.3	12.5	15.0	18.2	20.5	21.6	22.4	23.2	23.5	23.3	22.7	22.7	22.7	23.3

U.S. TV Households 77,800,000

(1) THUNDARR-THE BARBARIAN, ABC, (10:30-10:39AM)(10:55-11:00AM)

A 27 (2) TARZAN/LONE RANGER-2, CBS, (10:30-10:40AM)(10:51-11:00AM)

For explanation of symbols, See page A

DAY SAT. APR. 18, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,300 8.1		5,450 7.0		5,290 6.8		6,380 8.2								
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS ARTHUR THE KID (SUS-OP)		AMERICAN BANDSTAND '81								(SUS-OP)
	AVERAGE AUDIENCE (Households (000) & %)	{	5,210 6.7		4,900 6.3		4,050 5.2		3,890 5.0	4.3*			5.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 6.8	6.7	27 6.5	6.0	21 5.0	5.5	19 4.1	17 *			21 *	5.9			
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,840 7.5		5,450 7.0		3,810 4.9		5,130 6.6		5,060 6.5		4,200 5.4				
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,900 6.3		4,590 5.9		3,030 3.9		4,050 5.2		3,970 5.1		3,500 4.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		26 6.5	6.1	24 6.0	5.8	16 3.9	3.8	20 4.8	5.6	19 5.0	18 5.2	18 4.6	4.4			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,050 5.2		3,660 4.7		3,810 4.9		2,720 3.5		5,600 7.2		4,280 5.5	10,740 13.8			
	NBC TV		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		FAMILY CIRCLE TENNIS-SAT		NBC MAJOR LEAGUE PRE GAME (1)				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,270 4.2		3,190 4.1		3,030 3.9		2,180 2.8		2,410 3.1	3.0*	3.0*	5.0	5,290		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 4.2	4.2	17 4.0	4.2	16 3.9	3.9	11 2.9	2.7	13 3.2	12 *	13 *	14 *	19 5.0	22 5.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,520 7.1		4,980 6.4		4,980 6.4		5,910 7.6								
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE TROUBLE WITH MISS SWITCH, PART 1		AMERICAN BANDSTAND '81								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,360 5.6		3,890 5.0		4,200 5.4		3,500 4.5	4.4*		4.7*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		25 5.5	5.7	23 4.8	5.2	24 5.1	5.7	19 4.6	19 *		20 *	4.8				
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,210 6.7		5,290 6.8		4,430 5.7		4,820 6.2		4,510 5.8		4,360 5.6				
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,360 5.6		4,280 5.5		3,970 5.1		3,890 5.0		3,730 4.8		3,500 4.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		24 5.7	5.6	24 5.8	5.1	22 5.2	5.0	22 4.7	5.3	21 4.5	19 5.0	19 4.6	4.3			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,820 6.2		4,120 5.3		2,800 3.6		2,180 2.8		4,280 5.5	13,300 17.1					
	NBC TV		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		(2) (-OP)	NBC MAJOR LEAGUE GAME PITTSBURGH VS HOUSTON NY YANKEES VS TEXAS (1:46-5:07PM)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,810 4.9		3,580 4.6		2,330 3.0		1,790 2.3		3,810 4.9	5,210 6.7					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		22 5.0	4.9	21 4.7	4.5	13 2.9	3.0	10 2.3	2.3	21 4.8	24 4.7	24 *	6.0*	23 *	6.2*	
TV HOUSEHOLDS USING TV WK. 1			24.6	24.2	24.8	24.5	24.7	25.8	25.6	26.1	25.7	26.2	24.7	24.0	24.6	26.2	26.9
(See Def. 1) WK. 2			22.7	23.0	23.1	23.0	23.2	23.8	23.2	22.9	22.3	23.0	23.1	23.9	24.5	25.9	26.0

U.S. TV Households: 77,800,000

(1) NBC MAJOR LEAGUE GAME, TEXAS VS NY YANKEES &amp; PHILADELPHIA VS ST. LOUIS, NBC, (2:45-5:13PM)

A-29 (2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:30-1:48PM)

For explanation of symbols, See page A

DAY SAT. APR. 18, 1981



TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			9,100 11.7						14,160 18.2							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			4,820 6.2						7,550 9.7							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			19 4.7	4.8* 16 *		6.4* 20 *		7.2* 21 *	25 7.9	8.5* 24 *		9.9* 26 *		10.6* 24 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,900 6.3				11,200 14.4											8,710 11.2
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,410 3.1	3.1*		3.2*	5,450 7.0	5.3*		6.1*		7.5*		8.6*				7,390 9.5
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	10 3.0	10 *		11 *	20 5.3	17 *		18 *		22 *		23 *		21		9.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																7,000 9.0
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,680 7.3
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																7.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			7,860 10.1						14,320 18.4							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			4,820 6.2						7,780 10.0							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			20 5.0	5.4* 19 *		6.5* 20 *		6.8* 21 *	27 8.5	9.3* 27 *		10.0* 27 *		10.8* 27 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,780 10.0											8,400 10.8
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)							3,270 4.2	3.1*		4.2*		5.3*				7,310 9.4
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %							13 2.9	10 *		13 *		15 *		22		9.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									5,990 7.7							6,070 7.8
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)									3,810 4.9	4.9*		4.9*				4,900 6.3
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %									15 5.3	15 *		14 *		6.5		6.2
TV HOUSEHOLDS USING TV		WK. 1	28.8	29.7	29.6	30.0	31.6	32.7	34.5	35.3	35.1	36.0	37.6	39.9	42.4	44.6	45.6
(See Def. i)		WK. 2	26.4	26.7	28.3	29.8	31.5	32.2	32.2	32.9	33.5	35.0	36.5	37.3	38.7	40.0	41.6

U.S. TV Households 77,800,000

For explanation of symbols. See page A

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 12, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																3,660 4.7
	ABC TV	(S)(OP)															KIDS ARE PEOPLE TOO I (10:30-11:05AM)
	AVERAGE AUDIENCE (Households (000) & %)																3,030 3.9
	SHARE OF AUDIENCE %																16
	AVG. AUD. BY ¼ HR. %																3.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)											10,740 13.8					
	CBS TV											SUNDAY MORNING					TIMELESS FAMILY (10:30-11:30AM) (SUS)
	AVERAGE AUDIENCE (Households (000) & %)											5,450 7.0	5.9*	7.9*	7.1*		
	SHARE OF AUDIENCE %											27	21 *	32 *	28 *		
	AVG. AUD. BY ¼ HR. %											5.9	5.8	7.6	8.3	7.8	6.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV	(S)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																2,800 3.6
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:03AM)
	AVERAGE AUDIENCE (Households (000) & %)																2,410 3.1
	SHARE OF AUDIENCE %																14
	AVG. AUD. BY ¼ HR. %																2.7
WEEK 5	TOTAL AUDIENCE (Households (000) & %)											5,290 6.8					
	CBS TV											SUNDAY MORNING					EASTER SERVICE (10:30-11:29AM) (SUS)
	AVERAGE AUDIENCE (Households (000) & %)											2,800 3.6	3.1*	3.7*	4.0*		
	SHARE OF AUDIENCE %											18	18 *	18 *	19 *		
	AVG. AUD. BY ¼ HR. %											3.0	3.1	3.5	3.8	4.0	4.0
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV	WK. 1	19.6	19.8	20.2	21.7	24.0	24.6	26.1	27.2	27.8	27.7	25.5	24.9	25.0	25.4	24.1	24.0
(See Def. 1)	WK. 2	5.3	5.6	6.8	8.8	10.9	13.0	15.2	16.9	18.0	19.0	20.1	20.8	21.6	22.2	22.0	21.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SUN. APR. 19, 1981



U S TV Households: 77,800,000

DAY SUN. APR. 19, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				8,320 10.7				15,720 20.2								10,430 13.4			
	ABC TV				AMERICAN SPORTSMAN (S)(OP) (3:30-4:23PM)(4:28-4:30PM)				ABC WIDE WORLD-SPORTS SUN								ABC WRD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)				5,600 7.2	6.9*			10,190 13.1	11.0*			13.6*		14.9*		8,710 11.2			
	SHARE OF AUDIENCE %				19	19 *			20 *	31	27 *		33 *		34 *		23			
WEEK 2	AVG. AUD. BY 1/4 HR. %				6.6	7.1	7.4	7.9	10.2	11.7	13.1	14.0	15.0	14.9			11.2	11.3		
	TOTAL AUDIENCE (Households (000) & %)				18,360 23.6												5,680 7.3			
	CBS TV			(1)	MASTERS GOLF TOURN -SUN (5:05-OP)												CBS EVENING NEWS-DEAN(B)			
	AVERAGE AUDIENCE (Households (000) & %)				10.8*	10.6	8.4*		8.8*	9.5*			10.6*		12.2*		14.0*	4,820 6.2		
WEEK 3	SHARE OF AUDIENCE %				30 *	26	23 *		23 *	24 *			25 *		28 *		30 *	12		
	AVG. AUD. BY 1/4 HR. %				10.7	11.0	8.4	8.4	8.7	8.9	9.4	9.5	10.4	10.7	11.8	12.7	14.7	13.4		
	TOTAL AUDIENCE (Households (000) & %)								7,000 9.0								8,010 10.3			
	NBC TV				FAMILY CIRCLE TENNIS-SUN (2:30-4:00PM)				SPORTSWORLD (4:00-4:19PM)(4:25-6:00PM)(SUS-OP)								NBC NIGHTLY NEWS-SUN.			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)				3.7*		3.5*		3,190 4.1	3.8*			4.2*		3.9*		6,380 8.2			
	SHARE OF AUDIENCE %				10 *		10 *		10	10 *			11 *		9 *		16			
	AVG. AUD. BY 1/4 HR. %				4.0	3.5	3.7	3.4	3.7	4.0	4.2	4.2	4.3	4.1	3.8	4.1	8.0	8.3		
	TOTAL AUDIENCE (Households (000) & %)				8,250 10.6				10,890 14.0								7,000 9.0			
WEEK 5	ABC TV				AMERICAN SPORTSMAN				ABC WIDE WORLD-SPORTS SUN								ABC WRD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)				4,980 6.4	5.4*			5,990 7.7	7.3*			7.6*		8.3*		5,680 7.3			
	SHARE OF AUDIENCE %				19	16 *			22 *	22	21 *		21 *		22 *		18			
	AVG. AUD. BY 1/4 HR. %				5.1	5.8		7.2	7.4	7.1	7.5	7.9	8.1	8.5			7.4	7.2		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)				13,150 16.9												8,400 10.8			
	CBS TV				NBA PLAYOFF-GM.1 MILWAUKEE VS PHILADELPHIA (1:00-3:41PM)(-OP)				NBA PLAYOFF-GM.2 KANSAS CITY VS PHOENIX (3:41-6:04PM)(OP)								CBS EVENING NEWS-DEAN			
	AVERAGE AUDIENCE (Households (000) & %)				10.4*	8.3			8,460 8.5*	8.3*			8.1*		8.8*		6,380 8.2			
	SHARE OF AUDIENCE %				32 *	24			26 *	24 *			23 *		23 *		19			
WEEK 7	AVG. AUD. BY 1/4 HR. %				10.2	10.6	7.6	7.7	8.2	8.7	8.5	8.1	7.9	8.3	8.4	9.1	8.9	7.1	9.3	
	TOTAL AUDIENCE (Households (000) & %)								8,870 11.4								5,840 7.5			
	NBC TV				TOURN. OF CHAMPIONS-SUN (2:30-4:30PM)				SPORTSWORLD								NBC NIGHTLY NEWS-SUN.			
	AVERAGE AUDIENCE (Households (000) & %)				4.0*		4.2*		4,750 6.1	5.4*			6.7*		6.2*		4,750 6.1			
WEEK 8	SHARE OF AUDIENCE %				12 *		13 *		13 *	17	16 *		19 *		16 *		15			
	AVG. AUD. BY 1/4 HR. %				4.0	3.9	4.1	4.3	4.3	4.1	4.5	6.2	7.0	6.3	6.6	5.8	5.8	6.3		
	TV HOUSEHOLDS USING TV (See Def. 1)				WK. 1	36.8	37.4	37.0	37.5	38.3	39.4	40.2	40.8	42.2	43.6	44.0	46.2	49.4	50.3	
					WK. 2	32.6	33.4	33.4	33.4	33.1	34.4	34.7	35.1	36.1	36.8	38.1	39.4	41.5	42.6	42.7

U.S. TV Households: 77,800,000

(1) NBA PLAYOFF GM. -1, CHICAGO VS BOSTON &amp; PHILADELPHIA VS MILWAUKEE, CBS, (1:00-3:30PM)

For explanation of symbols, See page A.

DAY SUN. APR. 19, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
NBC NEWS UPDATE-2-MON(SUS)	2	9.58- 9.59PM	9.45														
EVENING TUESDAY																	
NBC NEWS UPDATE-2-TUE(SUS)	1	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NEWS UPDATE-2-WED(SUS)	2	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NEWS UPDATE 2 THU(SUS)	1	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NEWS UPDATE-2-FRI(SUS)	2	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.15	17,040	21.9	17,040	21.9	38	21.9		13,930	17.9	13,930	17.9	32	17.9	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,610	8.5	6,610	8.5	15	8.5		8,010	10.3	8,010	10.3	19	10.3	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	11,980	15.4	11,980	15.4	26	15.4		10,810	13.9	10,810	13.9	25	13.9	
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45								9,100	11.7	9,100	11.7	21	11.7	
NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	2	7.58- 7.59PM	7.45								8,170	10.5	8,170	10.5	19	10.5	
	1	8.57- 8.59PM	8.45	16,180	20.8	15,720	20.2	29	20.2		11,900	15.3	11,900	15.3	25	15.3	
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45														
	1	9.58- 9.59PM	9.45	14,160	18.2	14,160	18.2	27	18.2								
NBC NBC NEWS UPDATE-SUN.	1	8.57- 8.58PM	8.45	11,590	14.9	11,590	14.9	22	14.9		9,960	12.8	9,960	12.8	21	12.8	
	2	8.58- 8.59PM	8.45														
NBC NBC NEWS UPDATE-2-SUN.	1	9.58- 9.59PM	9.45	10,270	13.2	10,270	13.2	20	13.2								
NBC NEWS UPDATE-2-SUN(SUS)	2	9.46- 9.47PM	9.45														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45	15,330	19.7	15,480	19.9	31	20.2 16.3	M-F THU.	12,140	15.6	12,140	15.6	26	10.7 16.9	M-F M-TH
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	7,240	9.3	5,910	7.6	24	8.5 6.7	M-F M-F	7,310	9.4	5,910	7.6	24	8.3 6.9	M-F M-F
ABC CHARLIE'S ANGELS-12.00		12.00- 1.08AM	12.00 12.15 12.30 12.45 1.00	4,050	5.2	2,800	3.6 3.9*	19 18*	4.2 3.5 3.5 3.5 3.1	THU. THU. THU. THU. THU.	4,750	6.1	2,800	3.6 4.0*	16 16*	4.1 3.8 3.6 3.2 3.4	THU. THU. THU. THU. THU.
ABC FANTASY ISLAND-12.00		12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00	4,050	5.2	2,330	3.0 3.1*	16 14*	3.3 2.9 3.1 2.9 2.8	MON. MON. MON. MON. MON.	3,270	4.2	2,260	2.9 3.3*	16 15*	3.6 2.9 2.9 2.6 2.3	MON. MON. MON. MON. MON.
ABC FRIDAYS CONT'D	1	12.00- 1.11AM	12.00	8,250	10.6	5,130	6.6	25	7.0	FRI.							

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC FRIDAYS-CONT'D	2	12.00- 1.12AM	12.00								8,250	10.6	4,900	6.3	23	7.2	FRI.		
			12.15					7.0*	23*	7.0						6.4	FRI.		
			12.30					6.9		6.9						6.8	FRI.		
			12.45					6.3		6.3						5.9	FRI.		
			1.00					5.6		5.6						4.9	FRI.		
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	5,760	7.4	3,890	5.0	25	5.3	WED.	6,610	8.5	4,670	6.0	27	5.7	WED.		
			12.15					5.2*	22*	5.1						6.0	WED.		
			12.30							5.1						6.4	WED.		
			12.45					5.0*	28*	4.9						6.3	WED.		
			1.00							4.3						5.7	WED.		
ABC TUESDAY MOVIE-WEEK-PART 1		12.00- 1.11AM	12.00	5,290	6.8	3,420	4.4	21	5.1	TUE.	4,590	5.9	2,650	3.4	17	4.1	TUE.		
			12.15					4.8*	20*	4.4						3.8	TUE.		
			12.30							4.5						3.3	TUE.		
			12.45					4.3*	22*	4.1						3.0	TUE.		
			1.00							3.7						2.6	TUE.		
ABC POLICE STORY	1	1.08- 1.50AM	1.00	2,880	3.7	2,260	2.9	25	3.3	WED.									
	2	1.08- 1.57AM	1.00								3,970	5.1	3,350	4.3	30	4.3	WED.		
			1.15					3.1*	24*	3.0						4.2	WED.		
			1.30							2.8						4.5	WED.		
			1.45					2.8*	28*	2.7						4.4*	WED.		
	1	1.50- 2.16AM	(SUS)																
	2	1.57- 2.16AM	(SUS)																
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.11- 1.31AM	1.00	2,570	3.3	2,570	3.3	23	3.4	TUE.	1,870	2.4	1,790	2.3	16	2.5	TUE.		
	2	1.11- 1.29AM	1.00													2.2	TUE.		
			1.15						3.2	TUE.									
			1.30						3.2	TUE.									
	1	1.31- 2.22AM	(SUS)																
	2	1.29- 2.03AM	(SUS)																
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	11,130	14.3	11,130	14.3	22	14.3	M-F	11,750	15.1	11,900	15.3	25	14.8	M-F		
	2	>	8.45																
CBS LATE MOVIE I		>	11.30	5,990	7.7	4,050	5.2	25	7.2	M & TH	7,390	9.5	4,980	6.4	27	8.2	MTUTH		
			11.45					7.1*	24*	7.0						7.6	M & TH		
			12.00							5.4						6.4	MTUTH		
			12.15					6.8*	32*	5.2						6.0	MTUTH		
			12.30							5.1						5.8	MTUTH		
			12.45					3.7*	21*	3.4						5.2	MTUTH		
			1.00							3.2						5.0	TUE.		
			1.15					3.1*	23*	2.9						4.3	TUE.		
		VARIOUS TIMES	(SUS)																
CBS MASTERS GOLF HILITES-FRI(SUS)	1	11.30-11.41PM	11.30																
CBS MASTERS GOLF HILITES-THU(SUS)	1	11.30-11.41PM	11.30																
CBS NBA ON CBS-FRI.(S)	1	11.41- 2.11AM	11.30	7,940	10.2	3,350	4.3	18	6.6	FRI.	10,890	14.0	4,820	6.2	23	9.6	FRI.		
	2	11.30- 1.54AM	11.30													7.8	FRI.		
			11.45						6.0	FRI.						7.0	FRI.		
			12.00						5.6	FRI.						6.7*	FRI.		
			12.15					5.3*	17*	4.9						6.5	FRI.		
			12.30							4.7						5.3	FRI.		
			12.45					4.4*	18*	4.1						4.9	FRI.		
CONT'D																			



				WEEK 1						WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NBA ON CBS-FRI(S)-CONT'D			1.00						3.9	FRI.						5.3	FRI.		
			1.15						3.3	FRI.				5.2*	25*	5.2	FRI.		
			1.30						3.3	FRI.						5.0	FRI.		
			1.45						3.3	FRI.				4.8*	28*	4.6	FRI.		
			2.00						3.2	FRI.									
CBS NBA ON CBS-TUE.(S)	1	11.30- 1.55AM	11.30	6,300	8.1	2,800	3.6	17	6.1	TUE.									
			11.45						5.6*	18*									
			12.00						4.2	TUE.									
			12.15						4.0*	16*									
			12.30						3.4	TUE.									
			12.45						3.3*	17*									
			1.00						2.7	TUE.									
			1.15						2.7*	18*									
CBS NBA ON CBS-WED.(S)	1	11.30- 2.15AM	11.30	6,300	8.1	2,330	3.0	16	5.1	WED.						6.1	WED.		
			11.45						4.8*	15*									
			12.00						3.7	WED.									
			12.15						3.6*	15*									
			12.30						3.0	WED.									
			12.45						2.7*	15*	2.4	WED.				3.3*	16*	3.1	WED.
			1.00						2.4	WED.						2.9	WED.		
			1.15						2.1	WED.						2.8	WED.		
			1.30						1.8	WED.						2.7	WED.		
			1.45						1.9	WED.						2.4	WED.		
			2.00						2.1	WED.									
CBS WINGS IN SPACE-THU(S)	1	11.41-12.13AM	11.30	5,840	7.5	4,200	5.4	20	6.3	THU.									
			11.45						5.6	THU.									
			12.00						4.7	THU.									
CBS WINGS IN SPACE-11.30PM(S)	2	11.30-12.02AM	11.30								8,010	10.3	6,380	8.2	26	8.5	TUE.		
			11.45													8.0	TUE.		
CBS LATE MOVIE II		>	12.30	3,500	4.5	2,880	3.7	30	5.0	M & TH									
			12.45						4.7	MON.									
			1.00						4.5	M & TH									
			1.15						4.5*	33*									
			1.30						2.7	THU.									
			1.45						2.7*	29*									
			2.00						2.8	THU.									
			2.6						THU.										
NBC NBC NEWS UPDATE-M-F	2	>	8.15								11,130	14.3	11,130	14.3	23	15.1	M-F		
			8.45	11,200	14.4	11,440	14.7	23	14.2	M-F						14.1	MWTHF		
NBC NBC NEWS UPDATE-2-M-F	2	>	9.30								9,340	12.0	9,340	12.0	19	14.5	TU&TH		
			9.45	10,500	13.5	10,500	13.5	21	13.5	MWF						9.5	TU&TH		
NBC COLUMBIA:SHUTTLE BEGINS-1(S)	1	11.30-12.00MD	11.30	6,850	8.8	5,680	7.3	24	8.0	THU.									
			11.45						6.6	THU.									
NBC TONIGHT SHOW CONT'D		>	11.30	9,260	11.9	6,070	7.8	29	9.9	M-F						7.6	M-F		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TONIGHT SHOW-CONT'D				11.45				9.5*	29*	9.1	MTUWF								
				12.00					7.8	M-F				7.3*	23*	6.9	M-F		
				12.15				7.1*	29*	6.4	M-F					6.7	M-F		
				12.30					5.1	THU.				6.2*	25*	5.8	M-F		
				12.45				4.5*	26*	3.8	THU.								
NBC MIDNIGHT SPECIAL				12.30- 2.00AM	12.30	5,910	7.6	3,190	4.1	20	5.5	FRI.	5,990	7.7	2,960	3.8	18	4.9	FRI.
					12.45				5.1*	21*	4.6	FRI.				4.7*	18*	4.4	FRI.
					1.00					4.3	FRI.						4.0	FRI.	
					1.15				4.3*	22*	4.3	FRI.				3.7*	18*	3.4	FRI.
					1.30				3.1	FRI.							3.1	FRI.	
					1.45				3.0*	19*	2.8	FRI.				2.9*	17*	2.8	FRI.
NBC TOMORROW COAST TO COAST-1				>	12.30	3,350	4.3	2,880	3.7	22	4.5	M-TH	3,890	5.0	3,270	4.2	22	4.6	M-TH
					12.45						3.7	M-W						3.8	M-TH
					1.00						2.6	THU.							
					1.15						2.2	THU.							
NBC TOMORROW COAST TO COAST-2				>	1.00	2,490	3.2	1,870	2.4	21	3.0	M-TH	2,880	3.7	2,020	2.6	19	3.2	M-TH
					1.15				2.9*	21*	2.8	M-W				3.0*	20*	2.7	M-TH
					1.30						2.3	M-TH						2.4	M-TH
					1.45				2.1*	20*	2.1	M-TH				2.3*	19*	2.1	M-TH
					2.00						1.7	THU.							
					2.15				1.7*	23*	1.7	THU.							
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC SPEC RPT SHUTTLE-6.00AM(S)				1	6.00- 8.05AM	6.00	11,280	14.5	5,520	7.1	37	2.6	FRI.						
						6.15				3.5*	45*	4.4	FRI.						
						6.30						6.6	FRI.						
						6.45				7.0*	39*	7.5	FRI.						
						7.00						8.4	FRI.						
						7.15				8.5*	35*	8.6	FRI.						
						7.30						9.2	FRI.						
						7.45				9.1*	34*	9.0	FRI.						
						8.00						8.4	FRI.						
ABC ABC SPECIAL REPORT-6.56AM(S)				2	6.56- 7.30AM	6.45							1,950	2.5	1,240	1.6	19	1.2	MON.
						7.00											1.6	MON.	
						7.15											1.8	MON.	
ABC SPECIAL REPORT SHUTTLE-1(SUS)				1	8.39- 8.41AM	8.30													
ABC SPEC RPT SHUTTLE-9.00AM(S)				1	9.00-10.52AM	9.00	11,360	14.6	4,900	6.3	28	7.9	FRI.						
						9.15				7.5*	32*	7.0	FRI.						
						9.30						7.0	FRI.						
						9.45				6.6*	29*	6.2	FRI.						
						10.00						5.5	FRI.						
						10.15				5.5*	25*	5.6	FRI.						
						10.30						5.5	FRI.						
						10.45				5.3*	26*	4.9	FRI.						
ABC ABC SPECIAL REPORT(SUS)				2	11.37-11.39AM	11.30												TUE.	
ABC LANDING THE SPACE SHUTTLE(S)				2	12.00- 4.00PM	12.00							18,910	24.3	7,240	9.3	27	6.7	TUE.
						12.15										7.0*	23*	7.2	TUE.
CONT'D																			



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
DAY MONDAY-FRIDAY-CONT'D																				
ABC LANDING-THE SPACE SHUTTLE(S)-CONT'D			12.30															8.9	TUE.	
			12.45														9.3*	27*	9.7	TUE.
			1.00															10.8	TUE.	
			1.15														11.2*	29*	11.7	TUE.
			1.30															11.1	TUE.	
			1.45														10.9*	29*	10.8	TUE.
			2.00														10.4*	29*	10.6	TUE.
			2.15															10.2	TUE.	
			2.30														9.1*	28*	9.3	TUE.
			2.45															8.9	TUE.	
			3.00															8.5	TUE.	
			3.15														8.2*	26*	7.9	TUE.
			3.30															8.3	TUE.	
			3.45														8.0*	25*	7.7	TUE.
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45																	M-F
ABC ABC SPECIAL REPORT-1.07PM(SUS)	2	1.07- 1.22PM	1.00																	MON.
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	5,990	7.7	5,760	7.4	29	7.4	5,600	7.2	5,450	7.0	27	7.0					MWTHF
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45																	M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45																	M-F
ABC EDGE OF NIGHT-FRI(B)	1	4.00- 4.30PM	4.00	3,420	4.4	2,720	3.5	12	3.4											
			4.15						3.6											
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30							8,640	11.1	5,210	6.7	20	5.7					WED.
			4.45											6.0*	20*	6.3				WED.
			5.00													7.0				WED.
			5.15											7.5*	21*	8.0				WED.
ABC ABC SPECIAL REPORT-5.46PM(S)	2	5.46- 5.52PM	5.45							8,010	10.3	7,470	9.6	24	9.6					MON.
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30																	M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30																	M-F
CBS WINGS IN SPACE-FRI(S)	1	6.30- 9.00AM	6.30	9,730	12.5	3,890	5.0	21	3.2											
			6.45						5.1											
			7.00						6.0											
			7.15						6.1*											
			7.30						5.7											
			7.45						5.4*											
			8.00						5.2*											
			8.15						4.4											
			8.30						4.2											
			8.45						4.3*											
CBS CAPTAIN KANGAROO-FRI(B)	1	8.00- 9.00AM	8.00	1,790	2.3	860	1.1	4	1.3											
			8.15						.9											
			8.30						.9											
			8.45						1.1											
CBS CBS NEWS SPEC. RPT.-FRI(SUS)	1	10.00-10.10AM	10.00																	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,590	5.9	4,430	5.7	28	5.7	4,900	6.3	4,820	6.2	26	6.2					M-F
CBS WINGS IN SPACE-12N(S)	2	12.00- 3.00PM	12.00							17,970	23.1	8,320	10.7	31	8.3					TUE.
CONT'D																				

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
CBS WINGS IN SPACE-12N(S)-CONT'D				12.15										8.1*	27*	7.9	TUE.
				12.30									9.1		9.1	TUE.	
				12.45									9.7*	29*	10.2	TUE.	
				1.00									11.6		11.6	TUE.	
				1.15									12.2*	31*	12.7	TUE.	
				1.30									11.4*	30*	10.5	TUE.	
				1.45									12.2		12.2	TUE.	
				2.00									12.0*	33*	12.1	TUE.	
				2.15									11.4		11.4	TUE.	
				2.30									10.6*	32*	9.9	TUE.	
				2.45													
CBS CBS NEWS SPEC. RPT. 1.08P(SUS)	2	1.08- 1.15PM	1.00														
CBS CBS NEWS SPEC. RPT. 3.37P(SUS)	2	3.37- 3.49PM	3.30													MON.	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,750	6.1	4,510	5.8	20	5.8	M-F	5,060	6.5	4,750	6.1	21	6.1	
CBS CBS LIBRARY(S)	1	4.00- 5.00PM	4.00	7,470	9.6	4,670	6.0	21	6.0	TUE.						TUE.	
			4.15					6.0*	22*	6.0						M-F	
			4.30							6.0							
			4.45					6.0*	20*	6.1							
CBS REAL LIFE STORIES-FRI.(S)	2	4.00- 4.30PM	4.00								2,180	2.8	1,630	2.1	7	2.2	
			4.15													2.0	
																FRI.	
																FRI.	
CBS REAL LIFE STORIES-MON.(S)	2	4.00- 4.30PM	4.00								2,570	3.3	2,020	2.6	9	2.8	
			4.15													2.4	
CBS REAL LIFE STORIES-THU.(S)	2	4.00- 4.30PM	4.00								3,350	4.3	2,570	3.3	13	3.5	
			4.15													3.0	
CBS REAL LIFE STORIES-TUE.(S)	2	4.00- 4.30PM	4.00								3,030	3.9	2,260	2.9	10	2.8	
			4.15													3.0	
CBS REAL LIFE STORIES-WED.(S)	2	4.00- 4.30PM	4.00								3,030	3.9	2,570	3.3	12	3.3	
			4.15													3.2	
NBC COLUMBIA:SHUTTLE BEGINS-2(S)	1	6.00- 7.00AM	6.00	5,760	7.4	2,800	3.6	28	1.4	FRI.							
			6.15					2.0*	26*	2.5							
			6.30							4.4							
			6.45					5.3*	29*	6.2							
NBC TODAY SHOW-9.30AM-FRI SPE(S)	1	9.30-10.00AM	9.30	6,690	8.6	5,520	7.1	31	6.9	FRI.							
			9.45						7.3	FRI.							
NBC COLUMBIA:SHUTTLE BEGINS-3(SUS)	1	10.00-10.30AM	10.00							FRI.							
NBC COLUMBIA:SHUTTLE LANDING(S)	2	12.00- 4.00PM	12.00								16,730	21.5	6,770	8.7	25	7.5	
			12.15											7.7*	25*	7.8	
			12.30													9.4	
			12.45													9.7	
			1.00											9.5*	28*	10.5	
			1.15													11.6	
			1.30											11.1*	29*	11.6	
			1.45													10.3	
			2.00											10.0*	26*	9.8	
			2.15													9.3	
			2.30											9.1*	25*	9.0	
CONT'D																	8.2
																	TUE.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC COLUMBIA:SHUTTLE LANDING(S)-CONT'D																	
			2.45													7.9* 24*	7.6 TUE.
			3.00													7.4	7.4 TUE.
			3.15													7.4* 23*	7.4 TUE.
			3.30													7.6	7.6 TUE.
			3.45													6.8	6.8 TUE.
																7.2* 23*	
NBC NBC NEWS SPECIAL RPT-7(SUS)	2	1.08- 1.16PM	1.00														TUE.
NBC CARD SHARKS-TUE(B)	2	4.00- 4.30PM	4.00							1,480	1.9	1,170	1.5	5	1.4		TUE.
			4.15												1.6		TUE.
NBC NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00							8,640	11.1	5,760	7.4	21	6.6		TUE.
			4.15										6.7*	20*	6.7		TUE.
			4.30												7.9		TUE.
			4.45										8.0*	22*	8.2		TUE.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	4,200	5.4	3,970	5.1	29	5.1	3,730	4.8	3,580	4.6	28	4.6		
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,770	8.7	6,300	8.1	35	8.1	5,680	7.3	5,450	7.0	31	7.0		
ABC SPEC REPORT-REAGAN(SUS)	1	10.39-10.55AM	10.30														
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	6,540	8.4	6,070	7.8	32	7.8	4,820	6.2	4,430	5.7	24	5.7		
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	5,290	6.8	4,510	5.8	25	5.8	4,360	5.6	3,890	5.0	23	5.0		
ABC SPECIAL REPORT SHUTTLE-2(SUS)	1	12.02-12.04PM	12.00														
ABC SPECIAL REPORT(SUS)	1	2.01- 2.05PM	2.00														
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,500	4.5	3,420	4.4	25	4.4	4,360	5.6	4,050	5.2	29	5.2		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,820	6.2	4,590	5.9	27	5.9	6,460	8.3	5,910	7.6	35	7.6		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,840	7.5	5,600	7.2	32	7.2	6,610	8.5	6,460	8.3	36	8.3		
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,750	6.1	4,590	5.9	25	5.9	5,060	6.5	4,590	5.9	26	5.9		
CBS CBS NEWS SPEC. RPT.-SAT(SUS)	1	10.40-10.51AM	10.30														
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,900	6.3	4,430	5.7	24	5.7	5,060	6.5	4,590	5.9	25	5.9		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,670	6.0	4,430	5.7	24	5.7	4,980	6.4	4,750	6.1	27	6.1		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,590	5.9	4,050	5.2	21	5.2	4,120	5.3	3,810	4.9	21	4.9		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,350	4.3	3,030	3.9	15	3.9	4,050	5.2	3,660	4.7	20	4.7		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,360	5.6	4,280	5.5	21	5.5	4,430	5.7	4,120	5.3	23	5.3		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,280	5.5	3,810	4.9	18	4.9	4,050	5.2	3,730	4.8	21	4.8		
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	3,110	4.0	2,960	3.8	22	3.8	3,270	4.2	3,190	4.1	25	4.1		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,350	4.3	3,190	4.1	19	4.1	2,410	3.1	2,410	3.1	15	3.1		
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,420	4.4	3,350	4.3	19	4.3	3,350	4.3	3,270	4.2	18	4.2		
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,660	4.7	3,350	4.3	18	4.3	3,030	3.9	2,960	3.8	16	3.8		
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,730	4.8	3,660	4.7	20	4.7	3,110	4.0	2,960	3.8	17	3.8		
NBC COLUMBIA:SHUTTLE BEGINS-4(SUS)	1	10.40-10.55AM	10.30														
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,050	5.2	3,810	4.9	21	4.9	4,200	5.4	4,200	5.4	24	5.4		
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,190	4.1	3,030	3.9	17	3.9	3,810	4.9	3,730	4.8	21	4.8		



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,660	4.7	3,660	4.7	20	4.7		3,500	4.5	3,350	4.3	19	4.3	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,650	3.4	2,570	3.3	13	3.3		2,490	3.2	2,260	2.9	13	2.9	
NBC NBC MAJOR LEAGUE PRE GAME	2	1.30- 1.48PM	→GRID 1.45								4,280	5.5	3,810	4.9	21	5.3	
NBC NBC MAJOR LEAGUE GAME	2	1.48- 5.07PM	→GRID 5.00								13,300	17.1	5,210	6.7	24	7.8	
DAY SUNDAY																	
ABC LAUNCH-THE SPACE SHUTTLE(S)	1	6.30- 9.30AM	6.30 6.45 7.00 7.15 7.30 7.45 8.00 8.15 8.30 8.45 9.00 9.15	15,330	19.7	6,220	8.0 4.9*	39 40*	4.0 5.7 6.5 7.2 8.4 8.7 9.5 9.0 9.1 9.5 9.3 9.2								
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	→GRID	3,660	4.7	3,030	3.9	16									
	2	10.30-11.03AM	→GRID 11.00						4.3		2,800	3.6	2,410	3.1	14	3.7	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,030	3.9	2,960	3.8	15	3.8		2,330	3.0	2,180	2.8	13	2.8	
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45								1,790	2.3	1,630	2.1	10	2.1	
ABC ABC SPECIAL REPORT(S)	1	4.21- 4.28PM	4.15	8,560	11.0	7,390	9.5	25	9.5								
CBS WINGS IN SPACE-SUN(S)	1	6.30- 9.00AM	6.30 6.45 7.00 7.15 7.30 7.45 8.00 8.15 8.30 8.45	8,790	11.3	3,890	5.0 2.3*	26 19*	1.7 2.9 4.4 4.0 5.0 5.9 6.6 6.2 6.4 6.6								
CBS NBA PLAYOFF-GM.1	2	1.00- 3.41PM	→GRID 3.30								14,160	18.2	7,310	9.4	33	10.9	
CBS CBS NEWS SPEC. RPT.-SUN(SUS)	1	4.22- 4.26PM	4.15														
NBC COLUMBIA:SHUTTLE BEGINS-5(S)	1	6.00- 7.30AM	6.00	11,280	14.5	3,270	4.2	23	2.0								
	1	8.00- 9.30AM	6.15 6.30 6.45 7.00 7.15 8.00 8.15				2.8* 4.6*	48* 38*	3.6 5.3 5.6 5.1 2.8 3.6								
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1				WEEK 2			
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	CAST DAYS	%
DAY SUNDAY-CONT'D											
NBC COLUMBIA:SHUTTLE BEGINS-5(S)-CONT'D											
			8.30						4.5		
			8.45			4.5*	18*		4.5		
			9.00						5.0		
			9.15			4.9*	19*		4.8		
NBC COLUMBIA:SHUTTLE BEGINS-6(SUS)	1	4.19-	4.25PM	4.15							